CITY OF AUSTIN Board of Adjustment/Sign Review Board Decision Sheet

DATE: May 12, 2014	CASE NUMBER: C16-2014-0006
Jeff Jack Michael Von Ohlen Ricardo De Camps Bryan King Fred McGhee Melissa Hawthorne Sallie Burchett Cathy French	
APPLICANT: Greg Farrar	
OWNER: Jack Gray	
ADDRESS: 517 LAMAR BLVD	
25-10-130 (B) of the Commercial Sign D	istrict. It for a lot with a total street frontage of
BOARD'S DECISION: POSTPONED TO .	JUNE 9, 2014
FINDING:	
opportunity to provide adequate signs on the s as its dimensions, landscape, or topography, b OR,	
properties, because:	substantially adverse impact upon neighboring
OR, 3. The granting of this variance will not substar ordinance, because: AND,	ntially conflict with the stated purposes of this sign
4. Granting a variance would not provide the a others similarly situated or potentially similarly	pplicant with a special privilege not enjoyed by situated, because:
Leane Heldenfels	Alana Run & tox
Executive Liaison	Jeff Jack Chairman

Heldenfels, Leane

C16-2014-0006

From:

Kellogg, Eben <Eben.Kellogg@austinenergy.com>

Sent:

Monday, May 19, 2014 2:56 PM

To:

Wilhite, Joan E; Heldenfels, Leane; Gregg Farrar

Cc:

Ramirez, Diana

Subject:

517 S. Lamar Blvd

Attachments:

517 S. LAMAR BLVD SIGN VARIANCE.pdf

Joan,

This case came to me last month, and I denied it based on the location of the proposed sign, which was shown as the hatched figure, shown on Exhibit D, in the attached pdf.

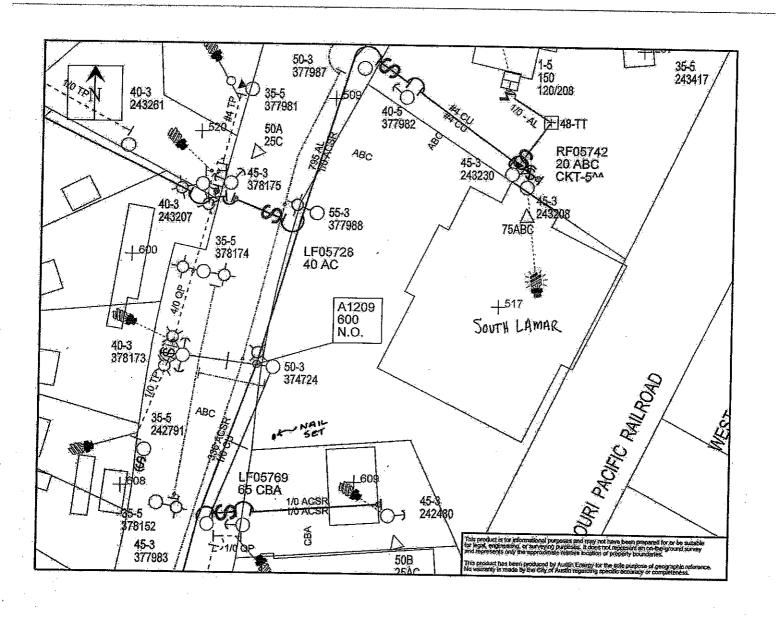
Apparently, this location was incorrect, as I met with a Mr. Gregg Farrar, who is the project manager of MedSpring/Urgent Care, being the customer with whom is asking AE, for the second sign variance on this specific address. He said that the schematic, which has been attached as a pdf, is staked in the proper location, being a nail with orange flagging, which has been painted on the ground to demonstrate the horizontal figure of this sign, which is 20' in height and 13' +/-, in width.

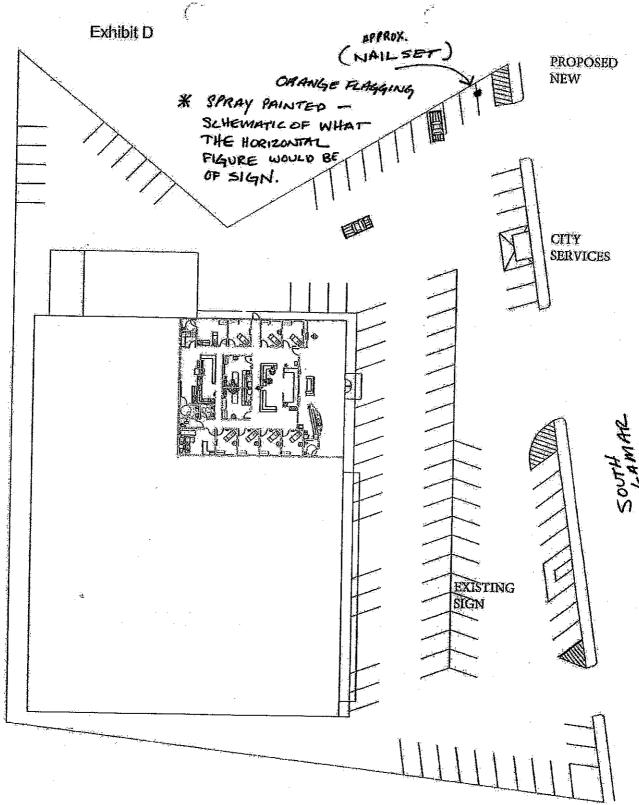
Would you mind having one of your field engineers visit this site and see if this proposed site for a 20' sign meets our requirements and is not in violation of the clearances set forth by AE, OSHA and NESC? Mr. Farrar would be happy to meet with someone to coordinate and facilitate a positive result for the sign to work for the property. (if the location needs to be moved laterally), it can be noted. His Cell phone is 512-470-4548, and office # is 512-861-6399. Let me know if you need any further information.

Thanks again Joan.

Eben Kellogg

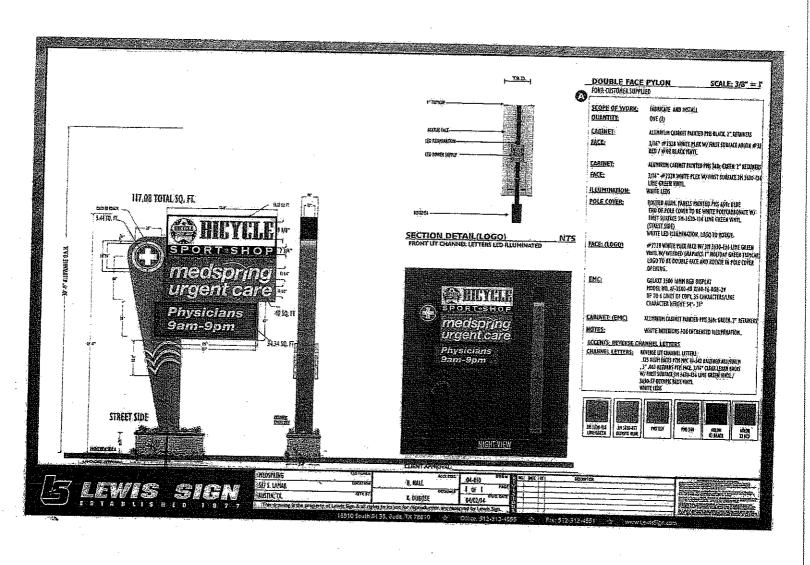
Austin Energy
Public Involvement | Real Estate Services
2500 Montopolis Drive
Austin, TX 78741
512.322.6050





517 South Lamar Austin, Texas

Street Frontage 354.36 feet



C16-2014-0006 Row# 665, 144 Roll# 0102020121

City of Austin Application to Sign Review Board Sign Variance

WARNING: Filing of this appeal stops all affected construction activity.

PLEASE TYPE AND COMPLETE ALL REQUESTED INFORMATION.

STREET ADDRESS: 517 South Lamar

LEGAL DESCRIPTION: Subdivision-Bobby Layne Subdivision

	Lot(s) I Block_		Outlot		Divisi	on plat book 8,	nage 186
I/We	Gregg Farrar on	behalf of m	yself/oursel	ves as auti	horize	d agent for Mec	ispring Urgent Case / coc
Operat	ling Company LLC, a	ffirm that or	the 6th day	v of Ameli i	n tha c	rong god h	by apply for a hearing before the
Sign Re	view Board for consi	deration to:	,	A or substituti	и спе у	rear 2014 , herel	by apply for a hearing before the
	☐ Erec	at 🗀	Attach	Comp	lete	Remode!	☐ Maintain
A secon	d freestanding pole	sign on sou	th end of in	t. lot currs	sastu b		•

A second freestanding pole sign on south end of lot, lot currently has one existing pole sign (erected 1958-Bobby Layne's Bowl-O-Rama)(Exhibit A), existing sign (141sf) is "iconic" south Austin and currently used as a multi-tenant sign with Bicycle Sport Shop being the primary user (Exhibit A), modification to the existing sign is restricted by code, 25-10-152, as to the amount of work that can be performed to the existing pole sign. Some of the restrictions imposed:

- a) Cannot "increase the Illumination of the sign".
- b) Must reduce the sign area by 20% as well as the height by 20%

This limits the sign area available for a new business to establish a neighborhood identity.

in a CS-V zoning district, located within the Commercial Sign District.

If your variance request is for a reduction in setbacks or height limits, please contact Lena Lund with the Electric Utility at (512) 322-6587 before filing your application with this office to discuss your request. The Electric Utility will recommend the board deny your request if it will result in an encroachment into an electric easement or a NESC violation.

NOTE: The Board must determine the existence of, sufficiency of and weight of evidence supporting the findings described below. In order to grant your request for a variance, the Board must first make one or more of the findings described under 1, 2, and 3 below; the Board must then make the finding described in Item 4 below. If the Board cannot make the required findings, it cannot approve a sign variance.

C15-2014-0006

Therefore, you must complete each of the applicable Findings Statements as part of your application. Fallure to do so may result in your application being rejected as incomplete. Please attach any additional support documents.

VARIANCE FINDINGS: I contend that my entitlement to the requested variance is based on the following findings:

- The variance is necessary because strict enforcement of the Article prohibits any reasonable opportunity to
 provide adequate signs on the site, considering the unique features of a site such as its dimensions, landscaping,
 or topography, because:
 - a. the existing Iconic sign is undersized based on current code, (25-10-130.F.2.A.C)which allows for "0.7sf for each linear foot of street frontage", with a street frontage of 356 feet (0.7 x 356=249), 249sf is allowed-141sf existing=108sf unused (Exhibit B)
 - b. the property sits at the end/start of a bend in the road,
 - i. while heading north as you navigate through the bend the building is barely visible and the existing pole sign is hardly recognizable amid the buildings and the power poles and lines, as you leave the bend the pole sign and building become visible, pole sign not readable at this point, (Exhibit C)
 - ii. while heading south as you proceed through the Barton Springs intersection the existing pole sign is recognizable, left turn into property is restricted by the left hand turn lane onto Barton Springs, the designated turning lane into the property starts once you past the existing pole sign, often vehicles pause and attempt to enter the first drive aisle cutting through turning lane traffic which causes undue congestion at this already busy intersection. (Exhibit D)
- 2. The granting of this variance will not have a substantially adverse impact upon neighboring properties, because:
 - a. With the lot being rectangular shaped the proposed sign is 220 feet south of the existing iconic pole sign which exceeds the distance often used between other neighboring properties pole signs.
 - b. Sign has been designed to have that "South Austin" feel and will improve the "sea of parking lot" now seen when traveling on Lamar by adding a planter and accent lights and not making it just a pole in the ground with a sign on it. (Exhibit E)
 - c. The proposed sign is "undersized" by what is allowed by code:
 - i. Code allows for a 30' high sign, the proposed is only 20' height
 - ii. Code allows for 249 sf of signage, the proposed is only 80sf, with the existing being 141sf, if variance is approved total signage would still be less than the allowable square footage by 8,
- 3. The granting of this variance will not substantially conflict with the stated purposes of this sign ordinance, because:
 - a. City Code 25-10-131.C makes allowance for an additional freestanding sign on lots exceeding 400 feet of street frontage, this property has a 356 foot frontage which is 11% less, based on the road configuration and existing building the "site line" of drivers exceed that in either direction.
 - b. The total square footage of the proposed sign and the existing iconic sign will be less than that allowed by city code 25-10-130.F.2.A which allows for 249 square foot of sign with a maximum height of 30 feet, both signs together will not exceed the square footage allowed by 3%, proposed sign height is 20', a third less than what is allowed in the CS-V sign district.

- 4. Granting a variance would not provide the applicant with a special privilege not enjoyed by others similarly or potentially similarly situated, because: The variance request has been submitted not to ask for any additional height or square footage, it is being requested due to some unusual circumstances, there's dealing with the legacy of "Bobby Layne's Bowl-O-Rama", and the current usage of the sign which has been untouched since 1989, with over 25 years in business at this location the Bicycle Sport Shop icon (gear) has become synonymous with the existing pole sign very much the same way it was often recognized by the #22 football player that was a part of the sign after being first installed in 1958.
 - a. Musicmaster and Bicycle Sport Shop have shared the building since 1989, both are and always will be authentic pieces of South Austin Iconic history, patrons visit knowing them simply by the location and not being aware that Musicmasters has relocated, as an Austin based business establishing our identity in the Bouldin Creek and Zilker neighborhoods we ask only to adequately represent our business, allowing us too, to become as iconic as those we follow.

APPLICANT CERTIFICATE — Laffirm that my statements contained in the complete application are true and correct to the best of my knowledge and belief.

Signed of annual

Mail Address 1250 South Capital Of Texas, 81-500

Mail Address: PO Box 50202

City, State, & Zip Austin, Texas 78716

Printed Gregg Farrar

Phone (512) 861-6399

Date April 5, 2014

OWNERS CERTIFICATE – I affirm that my statements contained in the complete application are true and correct to the best of my knowledge and belief.

of Murphey Gray Properties

City, State, & Zip Austin, Texas 78763-0202

Printed Jack S. Gray Jr. for Murphey Gray Properties Phone 512-477-6566 Date 04-07-2014

ADDITIONAL INFORMATION TO BE SUBMITTED WITH COMPLETED APPLICATION: (FAILURE TO SUBMIT ALL THE REQUIRED MATERIALS WILL RESULT IN NON-ACCEPTANCE OF THE APPLICATION. LATE BACKUP MATERIAL WILL BE ACCEPTED UNTIL 9:00AM THE MONDAY PRIOR TO THE MEETING. THERE WILL BE NO EXCEPTIONS.

SITE PLAN: Must be drawn to scale, showing present and proposed construction and locations of existing structures on adjacent lots.

All Sign Review Board cases must submit location and elevation drawings, drawn to scale, in addition to the site plan required.

APPLICATION FEES: Residential:

See Current Fee Schedule for Applicable Fees.

All Other:

See Current Fee Schedule for Applicable Fees.

http://www.austintexas.gov/department/fees



vertuerts
Tom Stacy
Prasident
Shelly Hemingson
Prasident-Elect
Danatte Chimenti
Fast Vice President
Lin Team
Second Vice

Kim McKnight Secretary Jim DeCosmo Treasurer Tere O'Connett Immediate Pest President Paula Azronson Sabrina Brown Lisa Byrd August Harris III Jerry Harris Arm S. Grehem Seundra Kirk

Tim League Emily Little Jernifer Marsh Metanin Martinez Scott Mason Peter Flegg Maxson Alyson McGee Kim McKright Andrea McWilliams Maureen Metteauer Marion Sanchez Tammy Shektee Bratten Thomason Stephen Webb VOTING REPRESENTATIVES
Michael Holleran, UT School of Arch
Michael McGil, inherit Austin
John Rosetto, Landmark Commission
Mike Ward, Pioneer Farms

Executive Director

<u>U</u>

April 21, 2014

C16-2014-0006

Gregg Farrar
Construction Manager
MedSpring
1250 S. Capital of Texas Hwy
Building One, Suite 500
Austin, TX 78746
Sent via e-mail

Re: 517 S. Lamar sign for MedSpring

Dear Mr. Farrar,

Thank you for presenting your case to Preservation Austin about your request for a sign variance for MedSpring at 517 South Lamar. Our understanding from your presentation is that the variance as requested will ultimately allow the existing Bicycle Sport Shop sign—originally a sign for Bobby Layne's Bowl-O-Rama — to remain intact as it currently stands.

While most factors of this case are outside Preservation Austin's usual scope of attention, we acknowledge that the existing sign has some historic value and that it contributes to the character of the neighborhood. We therefore express our support for MedSpring's efforts to respect the context of the original built environment and for your desire to maintain South Austin's historic integrity.

Preservation Austin appreciates MedSpring's request to retain the sign with its original cabinet intact. This allows for the possibility of future restoration of the Bobby Layne's Bowl-O-Rama sign, and preserves its original shape and size so it displays the Mid-century character of South Lamar's commercial corridor.

We thank you for your efforts to preserve Austin's past, and wish you luck in your endeavors.

Regards,

Jacqui Schlaad

Executive Director

regue Schraad

613 South Lamar, LLC 613 South Lamar

Austin, Texas 78736

April 28, 2014

To: Board of Adjustment

RE: **Medspring Urgent Care**

517 South Lamar

Austin, Texas 78704

Dear Board of Adjustment,

I am writing in reference to the sign variance request of adding an additional pole sign on 517 South Lamar by Medspring. As an adjacent property and business owner, we are very supportive of Medspring and their variance. In fact, we are very supportive and excited to have Medspring as a neighbor. Their medical service will be a fantastic resource for our employees and other people in the neighborhood. Medspring being able to have a visible sign on the street for people in need is truly important.

Please let me know if you have any questions. I can be reached at 512-426-9994, iscott@stubbsbbq.com.

Best regards,

Manager



City of Austin

Sign Review Board

SIZ S. LAHAR BLYD

Re: Variance request for 517 S. Lamar Blvd

ABSTIR TEKAS 78704

To Whom It May Concern:

PHONE \$12,477.3472

FAX \$12.477.5312

I'm writing in support of the request for a variance requested by Medspring Urgent Care/ CRG Operating Company LLC.

10947 RESEARCH BLVD

AUSTIN TEXAS 78759

Bicycle Sport Shop has operated in the building at 517 S. Lamar Blvd since 2004. We welcome Medspring Urgent Care to the building and support their request to install a new sign pole on the southwest corner of the property.

PHONE 512.345.7460

Thank you for your consideration.

FAX 512.345.0715

9900 WEST PARMER LANE

AUSTIN TEXAS 78717

PHONE 512,637,6890

FAX 512 637-6897

Hill Abell

President, Bicycle Sport Shop



Cle-2014-00

One Cielo Center 1250 South Capital of Texas Hwy Suite 500 • Austin, TX 78746

> P: 512.402.6242 **F**: 512.532.0691

medspring.com

T0:

Board of Adjustment

RE:

Signature:

Phone/Email:

Medspring Urgent Care

517 South Lamar Austin, Texas 78704

Sign Variance Request Additional Pole Sign

Lamar and scheduled for a public meeting on May 12, 2014. I object to the variance application submitted by Medspring. Comments: I support and have no objections to the variance application submitted by Medspring. Comments: Name: Address: Houston City, State, Zip: Owner's Property Address: 1003 Barton Springs

I have reviewed the information provided by Medspring for a sign variance application submitted to the Board of Adjustment for the location at 517 South



16-2014-0006

medspring.com

CJ

One Cielo Center 1250 South Capital of Texas Hwy Suite 500 • Austin, TX 78746

P: 512.402.6242 **F:** 512.532.0691

TO:

Board of Adjustment

RE:

Medspring Urgent Care

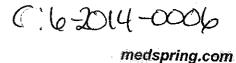
517 South Lamar Austin, Texas 78704

Sign Variance Request Additional Pole Sign

application submitted to the Board of Adjustment for the location at 517 South Lamar and scheduled for a public meeting on May 12, 2014.			
I object to the	variance application submitted by Medspring.		
ATT TO THE TOTAL PROPERTY OF THE TOTAL PROPE			
Medspring. Comments: Please gran	have no objections to the variance application submitted by		
they are re	equesting. Their supporting data and		
pictures so	eem to be quite reasonable.		
Name:	M.H. Crockett, Jr President Crockett Partners, Ltd.		
Address:	P.O. Box 2066		
City,State,Zip:	Austin, TX 78768-2066		
Owner's Property	Address: 1200 Barton Springs		
Signature:	M. H. Crockett, Jr.		
Phone/Email:			

I have reviewed the information provided by Medspring for a sign variance







One Cielo Center 1250 South Capital of Texas Hwy Suite 500 • Austin, TX 78746

> P: 512.402.6242 F: 512.532.0691

TO:

Board of Adjustment

RE:

Medspring Urgent Care

517 South Lamar Austin, Texas 78704

Sign Variance Request Additional Pole Sign

I have reviewed the information provided by Medspring for a sign variance



medspring.com

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One Cielo Center 1250 South Capital of Texas Hwy Suite 500 • Austin, TX 78746

> P: 512.402.6242 F: 512.532.0691

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517 South Lamar Austin, Texas 78704

Sign Variance Request Additional Pole Sign

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medspring.com

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One Cielo Center 1250 South Capital of Texas Hwy Suite 500 • Austin, TX 78746

> P: 512.402.6242 F: 512.532.0691

TO:

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RE:

Medspring Urgent Care

517 South Lamar Austin, Texas 78704

Sign Variance Request Additional Pole Sign

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216-2014-0006

medspring.com

One Cielo Center 1250 South Capital of Texas Hwy Suite 500 • Austin, TX 78746

CI

P: 512.402.6242 **F:** 512.532.0691

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517 South Lamar Austin, Texas 78704

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I object to the variance application submitted by Medspring. Comments:

I support and have no objections to the variance application submitted by Medspring. Comments:

Name:

Address:

City, State, Zip:

Owner's Property Address: 409 Jessie Street

Signature:

Phone/Email:

5/2 97/6/52

Heldenfels, Leane

From:

David King <

Sent:

Thursday, May 08, 2014 3:43 PM

To: Cc: Heldenfels, Leane Gardner Sumner

Subject:

Case C16-2014-0006 - Sign Review Board Meeting - May 12, 2014

Ms. Leane Heldenfels,

The Zilker Neighborhood Association Executive Committee met with Mr. Gregg Farrar to discuss the proposed new sign at 517 South Lamar Boulevard. After listening to Mr. Farrar, reviewing the case file, and visiting the site of the proposed sign, the Committee voted unanimously to object to the sign variance for the following reasons.

- 1. The proposed sign will significantly increase the visual clutter on South Lamar Boulevard and eliminate several existing parking spaces.
- 2. The proposed sign is inconsistent with the neighborhood priority for more pedestrian oriented access and will set precedent for more signs in the area.
- 3. A sign on the front face of the building would be an effective alternative to the proposed sign along South Lamar Boulevard.
- 4. The existing sign on South Lamar Boulevard provides good visibility to potential customers.

Please include this letter in the backup for this case at the Sign Review Board meeting on May 12, 2014.

Respectfully,

David King
Zilker Neighborhood Association VP 2

C.e-2014-0006

Heldenfels, Leane

From:

Alex Schmitz

Sent:

Monday, May 05, 2014 5:13 PM

To:

Heldenfels, Leane; (60) Autoback@fsqieen

Subject:

Case No. C16-2014-0007, 6001 Middle Fiskville Road

Hi Leane,

My name is Alex Schmitz, and I'm the president of the Highland Neighborhood Association. The HNA warmly welcomes the redevelopment of businesses in our neighborhood, and are aware of the importance for business signage in that particular area to be visible to I-35 traffic.

For this reason, we strongly support granting Robert Strobeck's request for signage variance, and wish the business well in the future.

Kind Regards, Alex Schmitz (512) 921-8583 President, HNA highlandneighborhood.com



vernens
Tom Stacy
President
Shelly Hemingson
President-Elect
Uanatte Chaneni
First Vice President
Un Team
Second Vice

Km Mci.
Secretary
Sm DeCosmo
Treasurer
Tere O'Connett
Immediate
Past President

Paula Aaronson Sabrina Brown Lisa Byrd August Harris III Jerry Harris Ann S. Graham Soundra Kirk

Tim League Emily Little Jernifler March Metante Mantinez Scott Mason Peter Flagg Masson Abson McCaa Kim McKright Andrea McWillams Maureon Metisauer Marion Sanchez Tammy Shaklee Bratten Thomason Stephen Webb VOTING REPRESENTATIVES
MICHAEL HOBERAL, UT SCHOOL of Arch
MICHAEL McGill, Inherit Austin
John Reparto, Landmark Commission
Mike Ward, Pioneer Farms

STAFF
Jacqui Schraad
Executive Observe

April 21, 2014

Gregg Farrar
Construction Manager
MedSpring
1250 S. Capital of Texas Hwy
Building One, Suite 500
Austin, TX 78746
Sent via e-mail

Re: 517 S. Lamar sign for MedSpring

C16-2014-0006

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Preservation Austin appreciates MedSpring's request to retain the sign with its original cabinet intact. This allows for the possibility of future restoration of the Bobby Layne's Bowl-O-Rama sign, and preserves its original shape and size so it displays the Mid-century character of South Lamar's commercial corridor.

We thank you for your efforts to preserve Austin's past, and wish you luck in your endeavors.

Regards.

Jacqui Schkaad

Executive Director

gu Schraad

C16-2014-0006

613 South Lamar, LLC 613 South Lamar

Austin, Texas 78736

April 28, 2014

To: Board of Adjustment

RE: Medspring Urgent Care

517 South Lamar

Austin, Texas 78704

Dear Board of Adjustment,

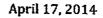
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Please let me know if you have any questions. I can be reached at 512-426-9994,

Best regards,

Manager

C16-2014-0006





City of Austin

Sign Review Board

SIT S. LAHAR BLYD

Re: Variance request for 517 S. Lamar Blvd

ÄUSTIN TEXAS 78704

To Whom It May Concern:

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FAX \$12.477.5312

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FOS45 RESEARCH BLAD

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AUSTIN TEXAS 78759 PHORE 512.345.7460

Thank you for your consideration.

FAX 512,345,0715

AUSTIN TEXAS 78717

Hill Abell

PHONE 512,637.6890

President, Bicycle Sport Shop

FAX 512.837-6897



(10-2014-0006 medspring.com

One Cielo Center 1250 South Capital of Texas Hwy Suite 500 • Austin, TX 78746

P: 512.402.6242 **F:** 512.532.0691

TO:

Board of Adjustment

RE:

Medspring Urgent Care

517 South Lamar Austin, Texas 78704

Sign Variance Request Additional Pole Sign

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medspring.com

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RE:

Medspring Urgent Care

517 South Lamar Austin, Texas 78704

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I have reviewed the information provided by Medspring for a sign variance



C'e-2014-0006

medspring.com

One Cielo Center 1250 South Capital of Texas Hwy Suite 500 • Austin, TX 78746

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517 South Lamar Austin, Texas 78704

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medspring.com

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TO:

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RE:

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517 South Lamar Austin, Texas 78704

Sign Variance Request Additional Pole Sign

I have reviewed the information provided by Medspring for a sign variance

application submitted to the Board of Adjustment for the location at 517 South Lamar and scheduled for a public meeting on May 12, 2014. I object to the variance application submitted by Medspring. Comments: I support and have no objections to the variance application submitted by Medspring. Comments: Randy Roberts (R.G. R. 500 LLC Name: 224 Spyglass Rd Address: City, State, Zip: Owner's Property Address: 500 South Lamar Signature: 713-480-5212 SPLAS HEATWASK @ YAMO, COM. Phone/Email:



Cle-2014-0006 medspring.com

One Cielo Center 1250 South Capital of Texas Hwy Suite 500 • Austin, TX 78746

P: 512.402.6242 **F:** 512.532.0691

T0:

Board of Adjustment

RE:

Medspring Urgent Care

517 South Lamar Austin, Texas 78704

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I have reviewed the information provided by Medspring for a sign variance



(16-7014-0006) medspring.com

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Medspring. Comments:	
Comments:	

Name:	TOM BERGSTRON
Address:	6102 Open Ronge In
City,State,Zip:	austin Py 28749
Owner's Proper	ty Address: 409 Jessie Street
Signature:	Thos Derry Alan-
Phone/Email:	512 971 6152

Digital Billboard Recommendations and Comparisons to Conventional Billboards

by
Ian Lewin Ph.D., FIES, L.C.
Lighting Sciences, Inc.
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Abstract

This report summarizes several research projects undertaken related to billboard lighting. The topics that have been addressed are:

- Development of digital billboard luminance recommendations
- · A comparison of luminances of conventional billboards and digital billboards
- "Sky Glow" lumens entering the night sky from conventional and digital billboards.

i. Digital Billboard Luminance Recommendations

Lighting Sciences, Inc., has undertaken research to develop a method for specification of luminance (brightness) limits for digital billboards based on accepted practice by the Illuminating Engineering Society of North America (IESNA). The recommendation is extremely simple to implement and requires only a footcandle (fc) meter to be used.

The research establishes criteria for billboard luminance limits based on billboard-to-viewer distances for standardized billboard categories. For example, a standard billboard-to-viewer distance of 250 feet is used to establish the billboard luminance limits for a 14' x 48' foot (672 sq.ft.) bulletin.

The recommended technique is based on accepted IESNA practice for "light trespass." Previous outdoor lighting research has documented an established limit on the amount of light arriving at a person's eyes to ensure that the source of the light is not offensive, or worse, potentially dangerous. The technique is simple: the light level at the eye is measured in footcandles and has an upper limit. The limit is low for areas that are generally quite dark, but considerably higher in well lit urban areas.

A recommended specification for digital billboards is to use a limit of 0.3 fc over ambient light conditions. To check if the level is acceptable, a footcandle meter would be held at a height of 5 ft. (which is approximately eye height) and faced towards the billboard at the desired billboard-to-viewer distance. A reading of 0.3 fc or less above ambient light conditions would indicate compliance. It should be noted that the footcandle level produced by the billboard is characteristic of the billboard only; because the value of 0.3 fc is above ambient, it is not affected by whatever the ambient level may be.

The standards set forth in the report are based on the worst-case scenario of a driver or pedestrian viewing the display head-on (directly at a 90-degree angle), while in practice most displays are viewed at an angle. Since displays are generally viewed at an angle, the luminance (glare) is substantially reduced.

Furthermore, the report provides values for billboard luminance of different color images and notes that luminance levels are based on a worst-case scenario of an all-white display, which is unlikely to happen, save for a malfunction. Knowing these values, and having established a billboard luminance limit for a particular billboard, the allowable percentage of dimming setting is also easily calculated.

The investigations and this report do not cover factors related to changing images and billboard message movement. Issues that may be related to motorist attention are beyond the scope of the work and use of the proposals in this study should be based on that understanding.

ii. Comparison of Conventional and Digital Billboard Luminances

A study by Rensselaer Polytechnic Institute Lighting Research Center has measured the luminance of typical conventional billboards and has developed the maximum value of luminance that can be expected. LSI has compared the recommendations developed in this report to the Rensselaer measured values. The digital billboards will be brighter, but only slightly brighter, than the maximum luminance of conventional billboards.

iii. Sky Glow

Sky glow is caused by lighting at night entering the atmosphere and being scattered by airborne particulates. Sky glow may result from the use of lighting fixtures that emit light above a horizontal plane so that it enters the atmosphere directly. The effect also is caused by light reflecting from lighted objects, such as a road surface, a building or a billboard.

The study has evaluated the amount of light entering the atmosphere from a variety of lighting installations. Measured in "sky lumens," the results allow a comparison to be made of different lighting systems relative to sky glow. Specifically calculations have been made to compare the sky lumens produced by conventional billboard lighting systems, both three and four luminaire bottom mounted systems lighting a standard 14 x 48ft. billboard, to the sky lumens caused by roadway and parking lot lighting.

Various scenarios have been used for the roadway lighting, combining residential and major highway lighting in a typical neighborhood. Areas have been considered that consist only of roadway lighting, as well as areas that contain both roadway and parking lot lighting.

The results of the study support a conclusion that the vast majority of sky glow is a product of urban development. Even where full cut-off fixtures are used on all roadway and parking lot lighting fixtures, and if there is an average of one billboard per square mile, over 96% of the sky glow produced per urban square mile is from those sources and not billboard lighting, for the

conditions examined. For the examples considered, a single three fixture billboard lighting system produces approximately 2 to 3% of the sky lumens caused by roadway/parking area lighting in the example one square mile area. For a four fixture billboard lighting system, the range becomes roughly 2.5 to 4%. These figures can be prorated. For example, if there are two such billboards per square mile, the percentages are doubled; if there is one such billboard per two square miles, the percentages will be halved.

The exact percentages of sky glow are affected by the density of roadways/parking areas, the type of lighting fixtures used and the lighting level provided, among other factors. It is emphasized that the comparisons herein between billboards, roadway and parking lot lighting do not and cannot provide an estimate of the actual percentage of sky glow attributable to billboards. Significant sky glow is produced by multiple other sources such as ball fields, car headlights, floodlighted monuments and buildings, and other outdoor lighting sources. However, it is apparent that for the scenarios considered, the contribution of billboard lighting to sky glow is small in comparison to that from roadways and parking areas. Excluding these other sources, roadways and parking areas produce 96 to 98% of sky lumens, compared to the 2 to 4% produced per billboard in the example urban square mile.

Digital billboards operating at the luminance levels recommended in this report produce much fewer lumens into the night sky than conventional bottom mounted lighting systems. This is primarily due to the elimination of the external luminaires, but also is a result of the characteristics of the billboard pixel design whereby light in upward directions is reduced in comparison to light sent below the horizontal in the direction of viewers.

Definitions

Luminance. Also known as photometric brightness, this is the "brightness" of the billboard as seen from a particular angle of view. It is measured in candelas per sq. meter, also termed "nits."

Illuminance. This is the amount of light from the billboard landing on a distant surface. It is measured in footcandles (fc) or lux.

Intensity. This is the candlepower, or concentration, of light emitted in a given direction from the entire billboard.

Reflectance. This is a measure of the proportion, or percentage, of light falling on a surface that is reflected by the surface.

SECTION A - DIGITAL BILLBOARD LUMINANCE RECOMMENDATIONS

A1. Introduction

This report has been prepared for the Outdoor Advertising Association of America (OAAA) under the contract issued to Lighting Sciences Inc. for the development of luminance (brightness) recommendations for digital billboards under nighttime conditions. Extensive investigations have been conducted into methodologies that could be used to develop such

recommendations, specifically addressing environmental impact and possible visibility effects on drivers.

The following approaches can be used:

- 1. Develop billboard recommendations based on the control of possible glare to which drivers may be subjected.
- or 2. Produce recommendations founded on environmental impact, addressing the subject known as light trespass.

Either of these methods can be used as a viable approach to providing an acceptable practice for the control of digital billboard appearance, though the first method has disadvantages. In analyzing these methods, strict attention has been paid to satisfying the following:

- 1. The needs of the general public, including drivers.
- 2. The requirements of local government personnel, who may wish to incorporate language into ordinances related to the use of digital billboards. For this, the procedures must be straight forward and enforceable.
- 3. The needs of OAAA members, who require effective use of digital billboards, which in turn requires adequate brightness for clear visibility.

The two approaches are addressed below.

A2. Method 1, Specifications Based on Driver Glare

Drivers on roadways at night where virtually any form of lighting is provided are inevitably subjected to glare. Glare may be, for example, from oncoming headlights, street lights, or commercial lighting, including billboards. There are recommended limits to the amount of glare that can be produced by vehicle headlights (from the U.S. Department of Transportation) and by roadway lighting (from the American National Standards Institute and the Illuminating Engineering Society of North America –IESNA.) In particular, the extensive procedures that have been developed by IESNA can, in theory, be used to produce limitations on digital billboard luminance that will ensure that any glare problems created for drivers will be relatively minor, in the order of glare often produced by a street lighting installation.

Lighting Sciences has conducted detailed investigations into this approach, based upon publication ANSI IESNA RP-8-00, "American National Standard Practice for Roadway Lighting." The basic procedures for such a method would be to specify an allowable average billboard luminance level that would ensure that the glare it produces does not exceed certain limits. These limits would be based on the level of highway lighting that is present. For example, higher billboard luminances would be allowed where a high level of street lighting is provided. Publication RP-8-00 classifies highways into many different types, and there is a set of recommendations for the lighting of each type. Thus using these principles for digital

billboard specifications, there would be many different recommended billboard luminance limits, dependent upon the form of roadway lighting provided in the area.

After much consideration, Lighting Sciences does not recommend this approach for establishing digital billboard luminance limits. The reasons include the following:

- 1. Publication RP-8-00 describes 14 different roadway classifications. These are based on different roadway types (for example, freeways, major roadways, local roadways). There is a further breakdown based on the level of pedestrian activity, which may be high, medium or low. Basing billboard luminances on this wide range would produce a complex system of specifications that would lack the simplicity and clarity that is our goal.
- 2. Digital billboards are frequently visible from numerous vantage points. This creates an issue of deciding which of the 14 different categories would be applicable if different levels of roadway lighting exist in a general area.
- 3. There is further complexity in determining the amount of glare produced by a digital billboard using the methodology of publication RP-8-00. The amount of glare is affected not only by the luminance of a digital billboard, but by its distance from the driver. What distance would be selected to perform the necessary calculations when the driver might view the billboard from a wide range of distances?
- 4. The amount of glare is affected also by the location of the billboard with respect to the driver's line of sight. This changes as the driver looks in different directions and as his location changes. What billboard position would be used?
- 5. The extent of any glare produced is dependent upon the billboard size. Recommended limits of luminance, if based on glare control, would be different for each billboard size.

Thus it can be seen that, because of all the variables involved, the establishing of realistic billboard luminance limits based on the RP-8-00 methodology would be exceedingly complex. Even if simplifications were introduced, there would be problems in deciding which luminance limit would be applicable to a given billboard. Checking and enforcement similarly would be highly problematic. For these reasons, Lighting Sciences Inc. has not developed and is not recommending a billboard luminance specification system based upon glare limitations. However, in conducting the detailed study of this method and the second method that follows below, it has been determined that if the method provided below is adopted, billboard luminances will be such that producing a significant amount of glare to drivers from a single digital billboard is unlikely. Situations where a multiplicity of such billboards appear in the driver's field of view simultaneously require further research. More evaluation of this topic is suggested using documents produced by other organizations.

A3. Method 2, Specification Based on Light Trespass

A3.1 Method Overview

"Light trespass" is a term used in the outdoor lighting industry to describe light that falls outside of the area that is primarily intended to be lighted. For example, if the lighting system for a shopping center parking lot causes light to spill over into an adjacent residential neighborhood, this would be considered to be light trespass. High levels of light trespass, as well as being wasteful of energy, may have an appearance that is objectionable. Publication TM-11-00 of the IESNA provides a table of limits of light trespass for various "lighting zones." These zones range from "no ambient electric light" (dark rural areas) to "high ambient electric light" (typically high use urban areas.) The limits are expressed in terms of the illuminance in footcandles that the light source in question can produce at a person's eyes, measured above the ambient lighting that is produced by all other sources of light. The limitation values were determined from an extensive human factors research project into the levels of light trespass that may or may not be considered objectionable in the various zones. Application of the limits keep light trespass to a low level that is unlikely to be considered objectionable to most persons.

Digital billboards are not the form of lighting that TM-11-00 was developed to limit. In fact, digital billboards are specifically intended to be seen over a wide area, much of which may be remote from the billboard itself. Nevertheless, the principles of TM-11-00, in terms of the calculation method and the limits it provides, can be examined to determine whether the methodology can form a useful method of specifying billboard luminance limits.

Numerous calculations have been performed to evaluate billboard luminance in terms of the TM-11-00 procedures. The calculations involved are simpler than those discussed above for RP-8-00 procedures, as they simply involve determining the illuminance in footcandles (fc) at the location of the eyes of a viewer. (Referred to as "eye illuminance.") TM-11-00 provides four different eye illuminance limits depending on the lighting zone, E1 to E4, ranging from very low ambient electric light to high ambient electric light. See table 1. (A description of each type of ambient electric light zone is included in Appendix B.)

	Table 1 Eye Illuminance Limits (Light Produced	by Billboard, above Ambient)
Zone		Eye Illuminance Limit (fc)
E1	Very low ambient electric light	0.1
E2	Low ambient electric light	0.3
E3	Medium ambient electric light	0.8
E4	High ambient electric light	1.5

To simplify billboard luminance specifications, it is proposed that all billboard luminance limits, no matter where a billboard is located, are governed by the values given in the above table for zone E2. This will then produce a uniform method that does not require the lighting zone to be known. The logic for choosing zone E2 is based on two considerations. Firstly, it is highly unlikely that digital billboards will ever be used in areas described as zone E1. E1 applies to inherently very dark rural areas where there is almost no electric lighting, such as national parks.

Digital billboards are likely to be used in zones E2 through E4. By using the limitations specified by IESNA for zone E2, the specifications are very stringent; any billboard meeting the E2 limits will be satisfactory for the higher ambient light conditions of zones E3 and E4. On this basis, while any eye illuminance value could be used, this report recommends using only that provided for zone E2.

Providing that a method is available to calculate the billboard luminance that will generate a certain illuminance at the eye of a viewer, the illuminance limits of TM-11-00 can be converted to billboard luminance limits. The conversion formula is provided below. It must be noted, however, that this method is not totally straightforward, for there are variables that must be considered for any given billboard, also discussed below.

A3.2 Determining the Maximum Allowable Billboard Average Luminance

The system for relating billboard luminance to the illuminance produced at the eye is briefly summarized in this section. A more detailed coverage of this topic, and lighting units and terms in general, is provided in Appendix A.

Billboard luminance (which refers to the *average* luminance or brightness of billboard) is expressed in candelas per square meter, cd/sq.m., sometimes termed "nits." The illuminance produced at the eye, considered as landing on a vertical plane at the eye, is designated E_{ν} and is measured in footcandles.

To determine the maximum billboard average luminance, L, that can be allowed so as to meet a given illuminance limit at the viewer's eye, E_v in footcandles, the following must be know:

- Area of billboard = S sq. ft.
- Distance from billboard center to observation point = D feet (as measured from a plan view. Differences in height of the billboard and viewer normally can be disregarded, as can lateral angle effects from the billboard face.)

Allowable maximum billboard average luminance, $L = \frac{10.76 D^2 E_v}{S}$ cd./sq.m. (nits)

For example, to determine whether a billboard meets a particular limit for the IESNA publication TM-11-00, the following steps are taken:

- 1. Select the applicable lighting zone. It is proposed that E2, an area with a low level of electric lighting, be selected as a standard.
- 2. Find the applicable eye illuminance limit from table 1. If zone E2 is assumed, this will be 0.3 fc.

- 3. Determine the billboard size. Assume for example a billboard measuring 10 ft. 6 ins. x 36 ft., giving an area of 378 sq. ft.
- 4. Assume a distance to the viewer. Use 200 ft. (See discussion below).

These values are entered into formula 1 above.

Allowable maximum billboard average luminance
$$= \frac{10.76 \cdot 200^2 \cdot 0.3}{378}$$
$$= 342 \text{ cd/sq.m. (nits)}$$

It should be noted that the footcandle level produced at viewer's eyes by a billboard is independent of the ambient lighting in the area. Footcandles are strictly additive. If a billboard produces 0.3 fc at the eye and the ambient illuminance is 1.0 fc, the total illuminance at the eye is 1.3 fc. If the ambient level is 2.0 fc, the total illuminance is 2.3 fc. The above methodology establishes the illuminance at the eye produced only by the billboard, independent of the ambient level. The actual measured illuminance is always the sum of that produced by the billboard plus the ambient level.

A3.2.1 Viewer Distance

The distance from the billboard to the viewer, D in the above formula, has a significant effect on the calculated allowable maximum billboard luminance. Billboards are typically viewed over a range of distances, and so the choice of the value of D will be somewhat arbitrary. A short distance such as 100 ft. is probably too small for normal situations, and can produce a very low luminance limit. On the other hand, a very large distance such as 1000 ft. will rarely be applicable because viewers will normally be closer when reading the billboard.

It may be questioned whether a short distance should be used as a standard to guard against possible glare effects produced at the eyes of a person driving past a digital billboard. Considering this, as a driver moves closer to a billboard that is positioned to the side of the roadway and the driver is viewing the road ahead, the lateral angle from the driver's line of sight to the billboard increases. This angular effect causes any glare that the billboard may produce to reduce significantly. (Reference: American National Standard for Roadway Lighting, publication ANSI/IESNA RP-8-00, section A7. Glare reduces as the square of the angle from the line of sight.) Further, as this angle increases, the light intensity (candelas) directed toward the driver's eye decreases, as shown by photometric testing of a sample billboard. (Lighting Sciences Inc. test report no. LSI 21628). This effect also contributes to the reduction in glare as the driver approaches and then passes the billboard. These two effects more than offset other factors in determining the glare produced at the driver's changing location: that is, glare actually reduces as the driver's distance to a billboard that is off the side of the road becomes smaller, assuming attention is on the road ahead.

In discussions with members of the advertising industry, it is apparent that billboard size and viewing distance are related. Larger billboards are used to attract viewers at a greater distance,

while small billboards are provided where the observer is fairly close. On this basis, the viewing distances, D, provided below are suggested for use with the formula, based on four prevalent standard billboard sizes:

	Table 2	
Propose	d Viewer Distance Values,	D
Billboard Size	Billboard	D
	Dimensions (ft)	ft.
Small	11 x 22	150
Medium	10.5 x 36	200
Large	14 x 48	250
Very large	20 x 60	350

If there is a specific reason why a value of D other than as given above should be applied for a particular billboard installation, this different value may be substituted accordingly in the formula. It should be noted, however, that use of the above distances for the various billboard sizes, and the billboard luminance values so produced, have been field evaluated and appear to be reasonable.

A3.2.2 Allowable Average Luminance and Billboard Size

For any given billboard size, formula 1 can be used to compute the allowable average luminance by incorporating the suggested distance value from table 2. The results for the standard dimension billboards are provided in table 3.

Table 3

Maximum Level of Digital Billboard Average Luminance
Candelas per Sq.M. (Nits)

Proposed Standard (Based on IESNA Lighting Zone E2)

Billboard Dimensions (ft.)	D**	Luminance (Cd./sq.m.)
11 x 22	150	300
10.5 x 36	200	342
14 x 48	250	300
20 x 60	350	330

^{*}Based on an illuminance produced at the viewer's eye of 0.3 footcandles.

^{**} Distance measured at ground level to observer facing the billboard perpendicularly

A3.3 Digital Billboard Photometric Testing

A small sample digital billboard was supplied to Lighting Sciences' laboratories in Scottsdale, Arizona for photometric evaluation. This was a Prism electronic display with a 20mm pixel spacing as commercially produced in November 2006 by Young Electric Sign Company. This was tested using a model 6440 goniophotometer in accordance with the approved methods of the Illuminating Engineering Society of North America. Tests were run for the device displaying entirely white, red, green and blue colors respectively. The white color is not formed by illuminating white LED's but rather by a combination of red, green and blue LED's. The white setting that was used was 6800K.

The digital billboard was programmable for different levels of dimming. Tests were conducted to measure the luminance at 10% dimming steps from 100% down to 10%.

It was determined that the actual luminance reduction achieved using the various dimming steps accurately corresponded to within a few percent of the dimming settings indicated on the controller.

Data from the series of tests allow the calculation of the luminance of any digital billboard color for full intensity or any level of dimming. Of specific interest were the luminances of a white display because this is the maximum luminance color, as it is generated by the combination of the red, blue and green LED's.

A3.4 Determining the Allowable Dimmer Setting

If a billboard luminance limit has been established by the methodology described above, the photometric data can also provide the dimming setting to be used.

Results of the testing indicated that the digital billboard produced a maximum average luminance of approximately 7000 cd/sq.m. when displaying a completely white (6800k) image at full power. In the above example, to limit the luminance to 342 cd/sq.m. the dimmer setting can be computed as follows:

% dimmer setting =
$$\frac{\text{Allowable luminance}}{\text{Luminance at } 100\% \text{ Setting}} \times 100$$

$$= \frac{342}{7000} \times 100$$

$$= 4.9\%$$

This example is for a medium billboard size measuring 10.5 x 36'. The dimmer setting will be different for other billboard sizes because the allowable luminance changes per table 3. Table 4 presents the dimming settings calculated in an equivalent manner for the standard billboard sizes.

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Table 4

Suggested Dimming Settings Example for the Digital Billboard as Tested

Proposed Standard (Based on IESNA Lighting Zone E2)

Billboard Dimensions (ft.)	Dimming Setting
11 x 22	4.3%
10.5 x 36	4.9%
14 x 48	4.3%
20 x 60	4.7%

It should be noted that table 4 is applicable only to the digital billboard that was tested. Different types of billboards will produce different results, and therefore require separate photometric testing. Dimming settings will change from one model to another because each may produce a different maximum luminance.

A3.5 Non-white Billboards

If the digital image will never be totally white, higher % dimming settings can be used while still meeting the luminance limit. The actual measured luminances for the sample billboard measured in 2006 for a 100% luminance setting for different colors are:

White (6800k)	7000 cd/sq.m.
Red	1500 cd/sq.m.
Green	5100 cd/sq.m.
Blue	700 cd/sq.m.

For a normal image that includes multiple colors, the average luminance for a 100% setting will depend on the proportion of colors in the mix. Software and instrumentation is available to analyze billboard luminance when the billboard is being programmed.

A3.6 Monochrome Displays

The same methodology applies to monochrome displays as to the color displays described above. For such displays, Equation 1 is used to calculate the allowable maximum billboard average luminance. To calculate the dimming setting using equation 2, the luminance at the 100% setting for the monochrome display is entered. This value will typically be less than for the white display of a colored billboard, and therefore a monochrome billboard can be run at a higher percentage dimming setting, all other factors being equal.

A3.7 Adoption of the Method

This method uses the established and recommended procedures of IESNA to develop billboard luminance limits. The procedure can be adopted by referring to the limits of IESNA publication TM-11-00 as provided in table 1 above, with the suggestion that lighting zone E2 values be used as a standard. Billboard-to-viewer distances are proposed to be as provided in table 2 above.

Table 3 summarizes the recommended maximum billboard luminance values based on tables 1 and 2. These can be adopted directly into an ordinance or set of guidelines.

The limitations of TM-11-00 were established through research conducted by Lighting Sciences Inc. under a contract from the Lighting Research Office of EPRI (Electrical Producers' Research Institute). The basis of TM-11-00 was subsequently provided to IESNA to form the publication. Field use of the values for various forms of outdoor lighting confirm that the values are realistic and prevent undue annoyance to a majority of viewers, and thus appear to have formed a satisfactory basis for specifying such lighting limits.

The procedures outlined in this section of this report, method 2, specifications based on light trespass, are recommended by Lighting Sciences Inc. for evaluation and possible subsequent adoption by OAAA.

A3.8 Enforcement

After a billboard is installed, there will be cases where it is desired to evaluate the billboard luminance to ensure that it does not exceed the specified value. This procedure is extremely simple and requires only a footcandle meter.

The billboard luminance specification is based on ensuring that a certain footcandle level (above ambient) created by the billboard is not exceeded at a chosen distance. Thus all that is needed to check compliance is the measurement of the footcandles level at that distance with the billboard on and off. The footcandle meter would be held at a height of 5 ft. (which is approximately eye height) and aimed towards the billboard, from a distance as selected from table 2. If the difference in illuminance between the billboard-on and billboard-off conditions is 0.3 fc, then the billboard luminance is in compliance. When conducting this check, the meter should be at a location perpendicular to the billboard center (as seen in plan view) as this angle has the highest luminance.

This check should include the measurement of an all white image displayed by the billboard to evaluate the worst case condition.

A4. Summary of Proposed Method

Specification based on the light trespass limits adopted by IESNA in publication TM-11-00 appears to provide a manageable and technically viable technique.

It is proposed to use the IESNA recommended limits for environmental lighting zone E2, low level electric lighting, as a standard. This limits the maximum illuminance produced by the billboard and measured at the eye of a viewer to 0.3 footcandles over ambient. It is further proposed that the viewer be positioned from the billboard at ground level and facing in a direction perpendicular to the billboard. The distance will be dependent upon the billboard size.

Under these conditions, to meet the 0.3 fc limitations, the maximum allowable billboard average luminance will be as given in table 3 for various standard billboard sizes. The percentage dimmer setting, expressed as a percentage of the billboard maximum luminance, can be calculated from the table 3 luminance value, based on the maximum luminance of a billboard being 7000 cd/sq.m. or some other known value.

Because these values have been derived from IESNA publication TM-11-00, which in turn is based on an extensive human factors research project, adoption of such values should satisfy the requirement that most persons will not find these billboard luminances to be objectionable.

SECTION B - BILLBOARD LUMINANCE: DIGITAL VERSUS CONVENTIONAL

The foregoing has provided recommendations for the average luminance limits for digital billboards. It is of interest to compare these to the luminance levels found with conventional billboards. Such billboards are most commonly lighted using luminaires designed for this specific purpose, manufactured by the Holophane Company. Most installations consist of a series of fixtures that use 400 watt Metal Halide lamps. Typically a 14 x 48 ft. large billboard is lighted by four such fixtures mounted along the bottom edge of the billboard. Some billboards, employ a lighting system using only three bottom mounted luminaires. Other designs may use top mounted lighting in various configurations. An optical refractor or lens is used on each luminaire to direct light onto the billboard, which increases the billboard luminance. The luminance of conventional billboards has been addressed in a study by the Lighting Research Center of Rensselaer Polytechnic Institute that was sponsored by the New York State Department of Transportation. A technical memorandum has been developed titled "Evaluation of Billboard Luminances" dated March 31, 2008. This memorandum states the following:

"... it is probably reasonable to expect that the luminance of a conventional billboard would not be likely to exceed about 280 cd/sq.m. during the nighttime (assuming typical lighting practice as represented by the IESNA and industry recommendations, and by the lighting systems used on the billboards that were measured in the field)..."

The report indicates that the value of 280 cd/sq.m. (nits) is consistent with clean billboard lighting systems using new lamps. This is also the condition used for testing the digital billboard at Lighting Sciences' laboratories as referenced above.

It is thus anticipated that digital billboards operated in accordance with the recommendations developed above, (300 to 342 nits, depending on size), will be brighter, but only slightly brighter, than the maximum luminance of conventional billboards.

C16-2014-0006

SECTION C - SKY GLOW

C1 Introduction

A further factor, "sky glow," has been addressed in relation to both conventional and digital billboards.

Sky glow is caused by light at night entering the atmosphere and being scattered by airborne particulates. Sky glow may result from the use of lighting fixtures that emit light above a horizontal plane so that it enters the atmosphere directly. The effect also is caused by light reflecting from lighted objects, such as a road surface, a building or a billboard.

It is highly desirable to reduce sky glow in order to preserve dark skies. This is an environmental concern, as well as a significant factor influencing the ability of astronomers to study the night sky.

The amount of light entering the atmosphere from a variety of lighting installations has been evaluated. Measured in "sky lumens," the results allow a comparison to be made of different lighting systems relative to sky glow. Specifically calculations have been made to compare the sky lumens produced by a typical billboard lighting system to the sky lumens caused by roadway and parking lot lighting. Extensive work was conducted for conventional billboards, then later work compared newer digital billboards to the conventional billboards.

Various scenarios were used for the roadway lighting, combining residential and major highway lighting in a typical neighborhood. Areas were considered that consist only of roadway lighting, as well as areas that contain both roadway and parking lot lighting.

It is emphasized that the comparisons herein between billboards, roadway and parking lot lighting do not and cannot provide an estimate of the actual percentage of sky glow attributable to billboards. Significant sky glow is produced by multiple other sources such as ballfields, car headlights, floodlighted monuments and buildings, and other outdoor lighting sources. These have not been included in the analysis as quantitative measures of the sky glow that these produce are not available.

C2.1 Conventional Billboards

A 14 x 48 ft. billboard was evaluated using both three and four bottom mounted Holophane "Panel Vue" fixtures. Each was equipped with a 400 watt metal halide lamp rated at 40,000 lumens. Photometric test data were obtained from the manufacturer and computerized calculations were performed.

All calculations were based on a 0.70 Light Loss Factor, or Maintenance Factor, to account for the reduction of light output as the lamp ages and as the fixture collects dirt.

For both the three and four fixture lighting systems, the following quantities were calculated:

C/16-2014-0006

Total uplight lumens emitted by the group of fixtures

Total lumens intercepted by the billboard

Total lumens intercepted by the billboard underboard

Total lumens emitted upwards by fixture that do not strike the billboard or underboard.

(Direct sky lumens)

Total lumens reflected upwards by the billboard

Total lumens reflected upwards by the underboard

Total lumens reflected upwards. (Indirect sky lumens)

The manufacturer's data were used directly; no additional shielding was assumed for the lighting fixtures.

Results obtained for the three and four fixture systems in terms of total sky lumens are as follows:

3 fixture system: 23,415 lms 4 fixture system: 31,535 lms

These values will be affected by the reflectance of the billboard face material, which is dependent on the lightness/darkness of the material. An average value of 25% was used, derived from laboratory measurements of sample billboard face materials. A reflectance value of 2.5% was used for the underboard.

No account is taken in these calculations of the angular direction of the uplight lumens as they enter the atmosphere, which is likely to have some influence on the degree of sky glow that is produced.

C2.2 Roadway Lighting

For this study, billboard lighting was compared to roadway lighting. While it is recognized that there are many sources of nighttime light other than roadway lighting, this form of lighting usually constitutes a major source of uplight lumens.

LSI has produced roadway lighting designs for three different roadway types and has computed resultant uplight lumens, as follows:

Local roadway. Illuminating Engineering Society of North America (IESNA) specification is 0.7 footcandles average maintained lighting level, with a 6:1 average to minimum uniformity. (i.e. The minimum footcandles at any point will not be less than one sixth of the average.)

Collector roadway. IESNA specification is 0.9 fc maintained, 4:1 uniformity.

Major roadway. IESNA specification is 1.3 fc maintained, 3:1 uniformity.

In all three cases, "medium pedestrian conflict" per IESNA was assumed.

A Light Loss Factor or Maintenance Factor of 0.70 was used, so as to be equivalent to the same factor used for the billboard calculations.

For each roadway, lighting system design has been conduced using a flat glass "full cut off" fixture, and the older style "cobra-head semicutoff" fixture with glass bowl lens. The full cut off fixture allows no light to escape above the horizontal, while the semicutoff fixture emits a few percent of its total lumens above the horizontal.

Most existing roadways, particularly where the lighting was installed 15 or more years ago, will use the glass bowl lens. Because of a desire to control sky glow, many agencies have now switched to full cut-off optics. In any urban area, both types of fixtures are likely to be present. By analyzing roadway lighting with each of these fixture types, a realistic range of possibilities is examined.

For all designs, various pole heights were investigated. Each design was optimized to acquire the maximum pole spacing that can be used while meeting the IESNA lighting specifications. Thus the design procedures were similar to those used by typical roadway lighting designers.

For each lighting system, the following were calculated, all on the basis of a single mile of roadway:

Total lumens falling on the roadway

Total lumens falling on the ground outside of the roadway

Total lumens reflected upwards from the roadway

Total lumens reflected upwards from the ground outside the roadway

Total lumens emitted upwards directly from the fixtures. (This quantity is zero for the cutoff fixture.)

Typical known reflectance values were used for the road surface and areas outside the roadway.

Results of the computation, given in sky lumens per mile are as follows:

Local roadway, full cutoff fixture:

Local roadway, semicutoff fixture:

Collector roadway, full cutoff fixture:

Collector roadway, semicutoff fixture:

Major roadway, full cutoff fixture:

Major roadway, semicutoff fixture:

Major roadway, semicutoff fixture:

25,837 sky lumens per mile

47,652 sky lumens per mile

64,071 sky lumens per mile

153,355 sky lumens per mile

259,910 sky lumens per mile

C2.3 Comparison of Conventional Billboards and Roadway Lighting

Based on the above values, the sky lumens produced by one billboard using a three fixture lighting system are approximately equal to the sky lumens produced by:

0.91 miles of local roadway with full cutoff fixtures

or	0.49 miles	of collector	r roadway	with full	cutoff fixtures

or 0.15 miles of major roadway with full cutoff fixtures

or 0.61 miles of local roadway with semicutoff fixtures

or 0.37 miles of collector roadway with semicutoff fixtures.

or 0.09 miles of major roadway with semicutoff fixtures

The sky lumens produced by a four fixture billboard lighting system are roughly equal to the sky lumens produced by:

1.22 miles of local roadway with full cutoff fixtures

or 0.66 miles of collector roadway with full cutoff fixtures

or 0.21 miles of major roadway with full cutoff fixtures

or 0.83 miles of local roadway with semicutoff fixtures

or 0.49 miles of collector roadway with semicutoff fixtures.

or 0.12 miles of major roadway with semicutoff fixtures

As another way of comparing the data, the total roadway lighting per square mile of an urban area can be computed and compared to billboard lighting. An example city square mile has been checked (in Denver, CO). For a typical urban built-up area, the following roadway lengths were present in the selected 1 sq. mile:

Total length of local roadways: 21 miles Total length of collector roadways: 1 mile Total length of major roadways: 1 mile

The total sky lumens assuming all roadways are lighted for this square mile have been calculated and are:

For all roadways lighted by full cutoff fixtures: 743,584 lumens For all roadways lighted by semicutoff fixtures: 1,123,640 lumens

If a single billboard is situated in this example square mile, the percentage of total sky lumens created by the billboard lighting is as follows:

Billboard sky lumens as % of total, for 3 fixture system, when roadways are lighted with full cutoff fixtures: 3.1%

Billboard sky lumens as % of total, for 4 fixture system, when roadways are lighted with full cutoff fixtures: 4.2%

Billboard sky lumens as % of total, for 3 fixture system, when roadways are lighting with semicutoff fixtures: 2.1%

Billboard sky lumens as % of total, for 4 fixture system, when roadways are lighting with semicutoff fixtures: 2.8%

Other assumptions for the density of roadway lighting and number of billboards can be similarly determined. For example, if the roadway lighting is as above, but the density of billboards is halved, the percentage sky glow from the billboards with be halved.

In certain urban areas, the roadway lighting usage may be greater than in the selected example area. There will likely be other sources of sky glow such as vehicle headlights, floodlighting for buildings and sports facilities. In such conditions, the percentage contribution of a given amount of billboard lighting to the overall sky glow will be reduced. In yet other areas, roadway lighting may be less than that illustrated above, and the proportion of sky glow produced by the billboard will be higher. Further efforts under an extended research program could analyze large urban areas and survey lighting usage by types.

C2.4 Parking and Roadway Lighting

As another example scenario, calculations have been made for a 1 square mile area consisting of both roadway lighting and parking lot lighting. In this example, a parking lot size of one quarter mile square has been included. The total length of local roadways has been reduced to 16 miles. The parking lot is assumed to be lighted to an average level of 1.5 footcandles.

Because the parking lot is lighted to a higher level than the roadway it replaces, and because a larger area is being lighting, the total sky lumens are increased versus the earlier example that assumes the presence of roadways only.

The modified values of total sky lumens are:

For all roadways and parking areas lighted by full cutoff fixtures: 836,687 lumens For all roadways and parking area lighted by semicutoff fixtures: 1,273,028 lumens

If a single billboard situated in this example square mile, the percentage of total sky lumens created by the billboard lighting is as follows:

Billboard sky lumens as % of total, for 3 fixture system, when roadways and parking areas are lighted with full cutoff fixtures: 2.8%

Billboard sky lumens as % of total, for 4 fixture system, when roadways and parking areas are lighted with full cutoff fixtures: 3.8%

Billboard sky lumens as % of total, for 3 fixture system, when roadways and parking areas are lighting with semicutoff fixtures: 1.8%

Billboard sky lumens as % of total, for 4 fixture system, when roadways and parking areas are lighting with semicutoff fixtures: 2.5%

It should be noted that in this analysis, all lumens reflected from surfaces or emitted upwards directly from the fixtures are assumed to enter the sky. This is probably true for most billboard lighting systems. For roadway and parking lot lighting, however, reflected light may be blocked by objects such as buildings or trees. If this blockage is 50%, for example, the above percentage contribution of billboard lighting to sky lumens will be doubled. Nonetheless, even assuming a scenario where all roadway and parking lot lighting sources are fully-shielded fixtures, the sky glow caused by billboards is a small percentage of the overall sky glow, under the conditions evaluated.

C2.5 Evaluation Methodology

The above provides an evaluation methodology based upon certain assumptions; One billboard is situated in a one square mile area, and various scenarios for roadway and parking lot lighting are considered. For analysis of sky glow effects for an actual city, however, it is important to extend the analysis to cover the entire city, taking into account the actual billboards present and other lighting systems throughout the area. Preferably such an analysis will also include sources of sky glow such as ballfields, vehicle headlights, floodlighting installations and other forms of nighttime lighting.

It should further be noted that the percentage sky glow contribution from multiple billboards is not additive. For example, if one billboard in a one square mile area produces 2.5% of the sky glow, 40 billboards in the same area will not produce $40 \times 2.5 = 100\%$ of the sky glow. The net percentage actually will be lower.

C2.6 Billboard Lighting Trends

The foregoing analysis is based on the lighting of 14 x 48 billboards using systems of 3 or 4 400 watt metal halide fixtures per billboard. Trends in lighting systems are towards lowering the number of fixtures used, and to the use of lower wattage lamps. Effective lighting systems are available using 3 or even 2 fixtures per billboard, and in some cases, 320 watt lamps are used. Sky glow will be reduced very approximately in proportion to the total lumens used.

C3 Digital Billboards and Sky Glow

The scenario to be evaluated for digital billboards in relation to sky lumens is completely different from conventional billboards: There is no reflecting billboard surface and no exterior luminaires, as the digital pixels themselves are the light sources. Some light from the pixels is emitted in directions below the horizontal where it provides the advertising message to viewers and some light is emitted above the horizontal where it enters the atmosphere (unless blocked by trees and structures).

The photometric test data for the digital billboard sample tested at Lighting Sciences' laboratories has been examined, and calculations have been performed to determine the sky lumens that will be generated for a typical 14 x 48 ft. digital billboard.

It is significant to note that the digital billboard as tested is designed to direct the majority of its light below the horizontal, in the direction of the viewer location. This is achieved by the use of horizonal louver blades that are angled downwards and that run between adjacent rows of pixels. This is illustrated in figure 1; in this figure, the lengths of the arrows represent the actual intensities of the light rays in the various directions as documented in the laboratory photometric test report. For example, light intensity emitted 20 degrees below the horizontal is more than double the intensity emitted 20 degrees above the horizontal. This has the obvious effect of reducing sky lumens versus that which would be produced if light above and below the horizontal were equal.

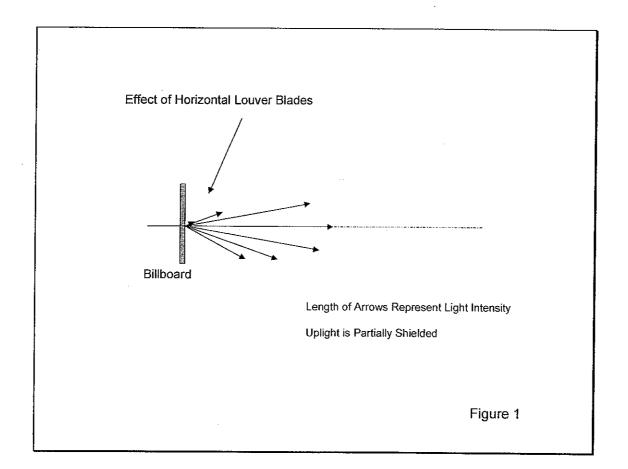
Elimination of bottom mounted exterior luminaires commonly used for conventional billboards play a very significant role in the reduction of sky glow. For the example scenario detailed earlier in this report, where a four luminaire bottom mounted system produces 31,535 sky lumens, roughly 90% of those lumens are emitted into the sky directly from the fixtures.

For the digital billboard calculations, it was assumed that no dimming of the light output occurs due to age, as the computerized controls can be set to overcome any LED light output degradation with time. A Light Loss Factor of 0.90 was assumed to account for a possible 10% loss due to the accumulation of dust and dirt.

For the conventional billboard discussed above, a 25% average reflectance was used in the given example. A similar "message" was assumed for the digital billboard calculations, i.e., a billboard luminance was assumed that would be created by an array of colors equivalent to that used for the conventional billboard analysis, rather than an all white display. It was further assumed that a 14 x 48 ft. billboard would be operated at 4.3% of full output at night, as recommended in table 4 above. For these example conditions, the amount of light directly emitted into the atmosphere by the digital billboard is 2260 lumens. This compares to the value of 31,535 sky lumens for the example conventional billboard lighted by four bottom mounted luminaires, and is 8% of that amount.

Digital billboards can be seen to offer a major opportunity to reduce sky glow if they are replacing conventional billboards that employ a bottom mounted lighting system. This is a result of the elimination of the external luminaires and the direct sky lumens they produce, and also because of the design of digital billboards whereby less light from the billboard face is directed upward versus downward.

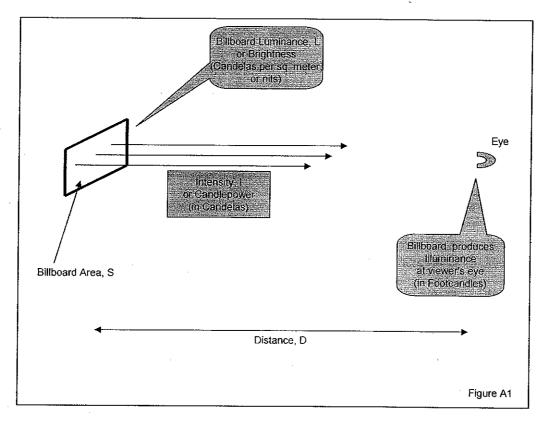
Ian Lewin Ph.D., FIES, L.C. November 26, 2008



Appendix A

Lighting Units and Terms

Several terms are useful in describing the light characteristics of digital billboards. See figure A1.



Candlepower. This is the intensity, I, of light produced by the billboard in a particular direction, and it is measured in "candelas." For example, a billboard of a certain size will emit a certain intensity of light in a direction perpendicular to its face. The intensities emitted in other directions will be less than that in the perpendicular direction. If the billboard displays a white image, this intensity will be higher than if the billboard face is any other color.

Candlepower does not change significantly with distance, providing the atmosphere is clear; the intensity continues as the light rays move in a straight line until they strike a surface.

Luminance, L, often called "brightness," relates to the overall appearance of the billboard. It is the candlepower emitted per unit area, and is expressed in units of "candelas per square meter," or cd/sq.m. Say a billboard that has an area of 2 square meters produces 400 candelas when viewed from a direction perpendicular to its face, then its luminance is 400/2, equal to 200 cd/sq.m. The term "nit" is also used. Such a billboards is said to have a brightness of 200 nits.

The formula relating the billboard size, luminance (or brightness) and the candlepower it projects is:

Candlepower (in candelas) = Luminance (in candelas/sq.m. or nits) x billboard area (in square meters)

or

$$I = L \times S$$

____ A1.

(L is in nits, S is in sq.m.)

Illuminance, E. This is a measure of the amount of light that is intercepted by an object that is illuminated by the billboard. Illuminance is measured in "footcandles," and is dependent on the distance from the billboard, as well as the candlepower the billboard produces. If a viewer is looking at the billboards, the illuminance at the viewer's eye, E_v, can be found using the "Inverse Square Law," which states

Illuminance (in footcandles) =
$$\frac{\text{Candlepower (in candelas)}}{\text{Distance}^2 \text{ (in feet)}}$$

or

$$E_v = \frac{I}{D^2}$$

____ A2.

The value of I from equation 1 can be substituted into equation 2 to give

$$E_{v} = \frac{L \times S}{D^2}$$

____ A3.

Equation 3 is very useful because it relates billboard size (S), billboard luminance (or brightness) (L), and gives the footcandles (E_v) that will be produced by the billboards at a distance, D feet. It can be rewritten:

$$L = \frac{D^2 E_v}{S}$$

____ A4.

L is in nits, E_v is in footcandles, D is in feet, S is in sq. meters

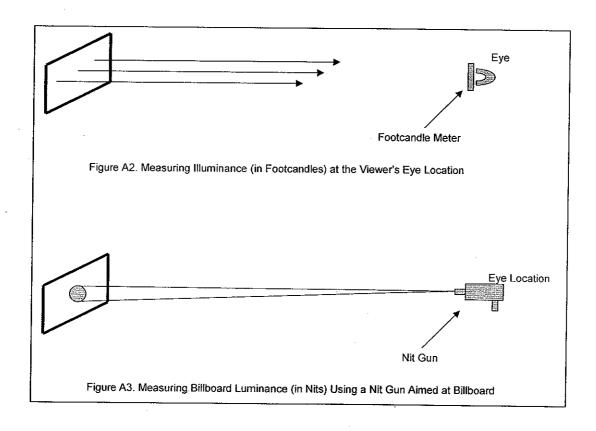
Otherwise, if the area of the billboard, S, is in square feet, the equation becomes

$$L = \frac{10.76 D^2 E_v}{S}$$

____ A5.

L is in nits, E_v is in footcandles, D is in feet, S is in sq. feet

The illuminance, E, can be measured easily with a relatively inexpensive footcandle meter at a measured distance D feet from the billboard. Figure A2. The area of the billboard, S, presumably is known. Inserting these values of E, D and S into equation 5 allows the luminance, L in nits, to be calculated.



L, the billboard luminance, can also be measured with a "nit gun", which is a luminance meter that can be pointed at the billboard. Figure A3. However such devices are more expensive and less readily available than a footcandle meter.

Because of the simple relationship as given in equation A5, billboard luminance specifications can be written in terms of footcandle limitations at a certain distance. For compliance checking, if the footcandle value produced by the billboard and measured at a prescribed distance is at or below a specified level, then it will be known that the billboard luminance meets the desired limitation.

16-2014-0006

Appendix B

Description of the Lighting Environmental Zone (from IESNA publication TM-11-00)

- E1. Areas with intrinsically dark landscapes. Examples are national parks, areas of outstanding natural beauty, or residential areas where inhabitants have expressed a strong desire for strict limitation of light trespass.
- E2. Areas of low ambient brightness. These may be suburban and rural residential areas. Roadways may be lighted to typical residential standards.
- E3. Areas of medium ambient brightness. These will generally be urban residential areas. Roadway lighting will normally be to traffic route standards.
- E4. Areas of high ambient brightness. Normally this category will include dense urban areas with mixed residential and commercial use with a high level of nighttime activity.

Note: The above descriptions are being considered for revision by IESNA at the time of writing this report. The categories are not changed, but the descriptions are more extensive for clarity.

C16-2014-0006 Row# 665, 144 Roll# 0102020121

City of Austin Application to Sign Review Board Sign Variance

WARNING: Filing of this appeal stops all affected construction activity.
PLEASE TYPE AND COMPLETE ALL REQUESTED INFORMATION.
STREET ADDRESS: 517 South Lamar
LEGAL DESCRIPTION: Subdivision-Bobby Layne Subdivision
Lot(s) 1 Block Outlot Division plat book 8, page 146
I/We Gregg Farrar on behalf of myself/ourselves as authorized agent for Medspring Urgent Care / CRG
Operating Company LLC, affirm that on the 6th day of April in the year 2014, hereby apply for a hearing before the
Sign Review Board for consideration to:
☐ Erect ☐ Attach ☐ Complete ☐ Remodel ☐ Maintain
A second freestanding pole sign on south end of lot, lot currently has one existing pole sign (erected 1958-Bobby Layne's Bowl-O-Rama)(Exhibit A), existing sign (141sf) is "iconic" south Austin and currently used as a multi-tenant sign with Bicycle Sport Shop being the primary user (Exhibit A), modification to the existing sign is restricted by code, 25-10-152, as to the amount of work that can be performed to the existing pole sign. Some of the restrictions imposed:

a) Cannot "increase the illumination of the sign".

b) Must reduce the sign area by 20% as well as the height by 20%

This limits the sign area available for a new business to establish a neighborhood identity.

in a CS-V zoning district, located within the Commercial Sign District.

If your variance request is for a reduction in setbacks or height limits, please contact Lena Lund with the Electric Utility at (512) 322-6587 before filing your application with this office to discuss your request. The Electric Utility will recommend the board deny your request if it will result in an encroachment into an electric easement or a NESC violation.

NOTE: The Board must determine the existence of, sufficiency of and weight of evidence supporting the findings described below. In order to grant your request for a variance, the Board must first make one or more of the findings described under 1, 2, and 3 below; the Board must then make the finding described in item 4 below. If the Board cannot make the required findings, it cannot approve a sign variance.



Therefore, you must complete each of the applicable Findings Statements as part of your application. Failure to do so may result in your application being rejected as incomplete. Please attach any additional support documents.

VARIANCE FINDINGS: I contend that my entitlement to the requested variance is based on the following findings:

- 1. The variance is necessary because strict enforcement of the Article prohibits any reasonable opportunity to provide adequate signs on the site, considering the unique features of a site such as its dimensions, landscaping, or topography, because:
 - a. the existing iconic sign is undersized based on current code, (25-10-130.F.2.A.C)which allows for "0.7sf for each linear foot of street frontage", with a street frontage of 356 feet (0.7 x 356=249), 249sf is allowed-141sf existing=108sf unused (Exhibit B)
 - b. the property sits at the end/start of a bend in the road,
 - i. while heading north as you navigate through the bend the building is barely visible and the existing pole sign is hardly recognizable amid the buildings and the power poles and lines, as you leave the bend the pole sign and building become visible, pole sign not readable at this point, (Exhibit C)
 - ii. while heading south as you proceed through the Barton Springs Intersection the existing pole sign is recognizable, left turn into property is restricted by the left hand turn lane onto Barton Springs, the designated turning lane into the property starts once you past the existing pole sign, often vehicles pause and attempt to enter the first drive aisle cutting through turning lane traffic which causes undue congestion at this already busy intersection. (Exhibit D)
- 2. The granting of this variance will not have a substantially adverse impact upon neighboring properties, because:
 - a. With the lot being rectangular shaped the proposed sign is 220 feet south of the existing iconic pole sign which exceeds the distance often used between other neighboring properties pole signs.
 - b. Sign has been designed to have that "South Austin" feel and will improve the "sea of parking lot" now seen when traveling on Lamar by adding a planter and accent lights and not making it just a pole in the ground with a sign on it. (Exhibit E)
 - c. The proposed sign is "undersized" by what is allowed by code:
 - i. Code allows for a 30' high sign, the proposed is only 20' height
 - ii. Code allows for 249 sf of signage, the proposed is only 80sf, with the existing being 141sf, if variance is approved total signage would still be less than the allowable square footage by 8,
- 3. The granting of this variance will not substantially conflict with the stated purposes of this sign ordinance, because:
 - a. City Code 25-10-131.C makes allowance for an additional freestanding sign on lots exceeding 400 feet of street frontage, this property has a 356 foot frontage which is 11% less, based on the road configuration and existing building the "site line" of drivers exceed that in either direction.
 - b. The total square footage of the proposed sign and the existing iconic sign will be less than that allowed by city code 25-10-130.F.2.A which allows for 249 square foot of sign with a maximum height of 30 feet, both signs together will not exceed the square footage allowed by 3%, proposed sign height is 20', a third less than what is allowed in the CS-V sign district.



- 4. Granting a variance would not provide the applicant with a special privilege not enjoyed by others similarly or potentially similarly situated, because: The variance request has been submitted not to ask for any additional height or square footage, it is being requested due to some unusual circumstances, there's dealing with the legacy of "Bobby Layne's Bowl-O-Rama", and the current usage of the sign which has been untouched since 1989, with over 25 years in business at this location the Bicycle Sport Shop icon (gear) has become synonymous with the existing pole sign very much the same way it was often recognized by the #22 football player that was a part of the sign after being first installed in 1958.
 - a. Musicmaster and Bicycle Sport Shop have shared the building since 1989, both are and always will be authentic pieces of South Austin iconic history, patrons visit knowing them simply by the location and not being aware that Musicmasters has relocated, as an Austin based business establishing our identity in the Bouldin Creek and Zilker neighborhoods we ask only to adequately represent our business, allowing us too, to become as iconic as those we follow.

APPLICANT CERTIFICATE 1 aft	irm that my statements contained in the complete application are true and correct
to the best of my knowledge a	nd belief.

Mail Address 1250 South Capital Of Texas, 81-500

Arphey Gray Properties Mall Address: PO Box 50202

City, State, & Zip Austin, Texas 78716

Printed Gregg Farrar

Phone (512) 861-6399

Date April 5, 2014

OWNERS CERTIFICATE - I affirm that my statements contained in the complete application are true and correct to the best of my knowledge and belief.

City, State, & Zip Austin, Texas 78763-0202

Printed Jack S. Gray Jr. for Murphey Gray Properties Phone 512-477-6566 Date 04-07-2014

ADDITIONAL INFORMATION TO BE SUBMITTED WITH COMPLETED APPLICATION: (FAILURE TO SUBMIT ALL THE REQUIRED MATERIALS WILL RESULT IN NON-ACCEPTANCE OF THE APPLICATION. LATE BACKUP MATERIAL WILL BE ACCEPTED UNTIL 9:00AM THE MONDAY PRIOR TO THE MEETING. THERE WILL BE NO EXCEPTIONS.

SITE PLAN: Must be drawn to scale, showing present and proposed construction and locations of existing structures on adjacent lots.

> All Sign Review Board cases must submit location and elevation drawings, drawn to scale, in addition to the site plan required.

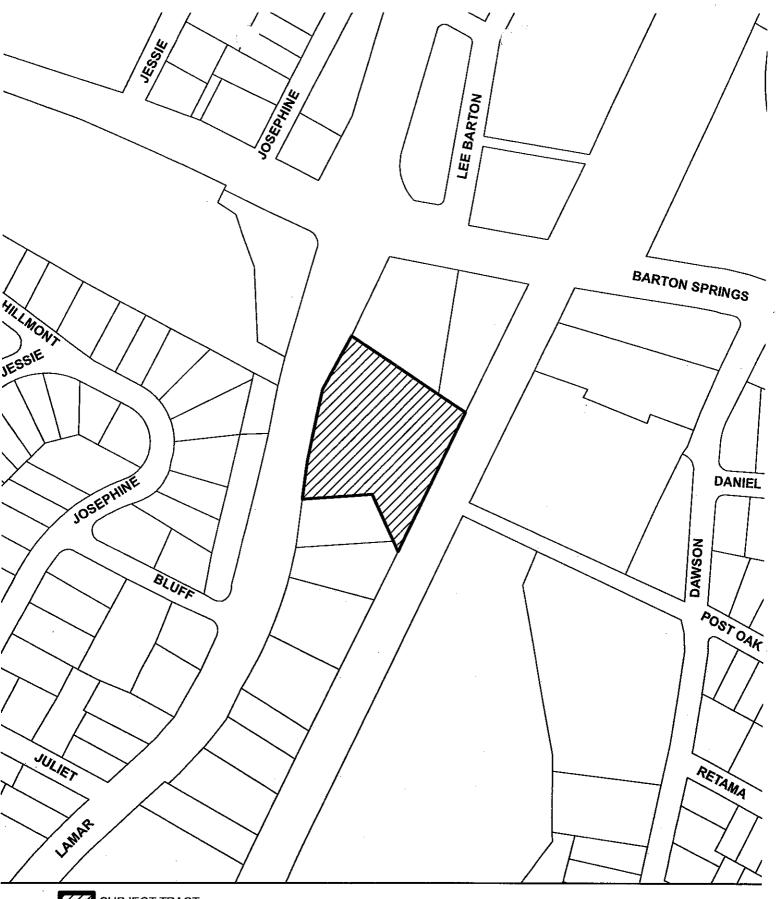
APPLICATION FEES: Residential:

See Current Fee Schedule for Applicable Fees.

All Other:

See Current Fee Schedule for Applicable Fees.

http://www.austintexas.gov/department/fees





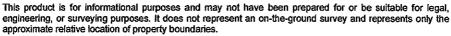


PENDING CASE

ZONING BOUNDARY

CASE#: C16-2014-0006

Address: 517 SOUTH LAMAR BLVD



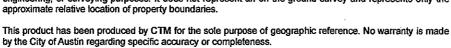
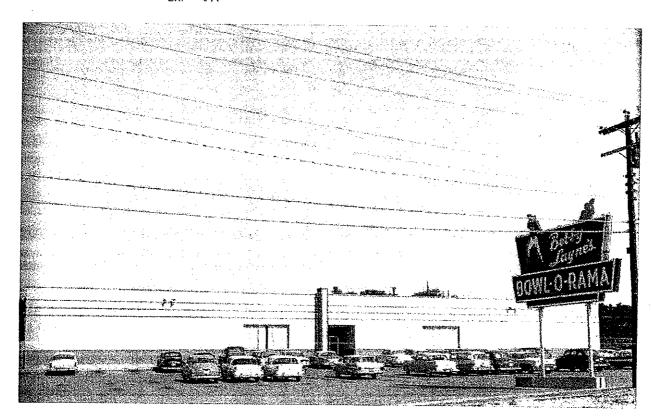
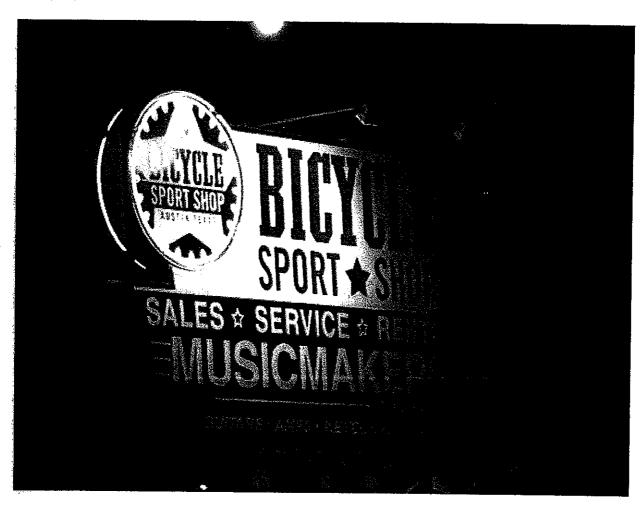


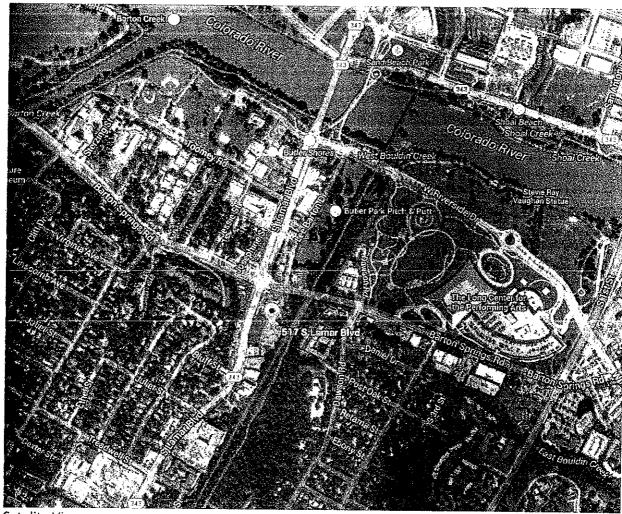


Exhibit A

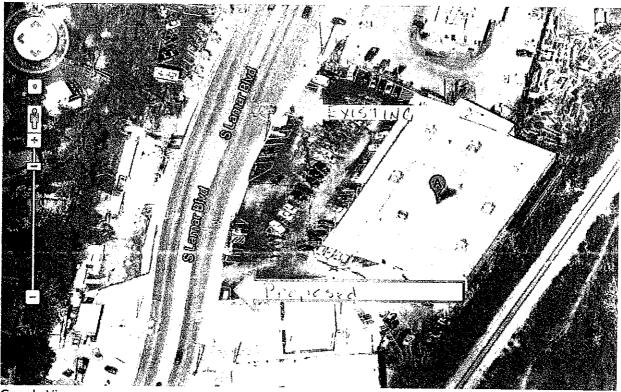


Bobby Layne's Bowl-O-Rama

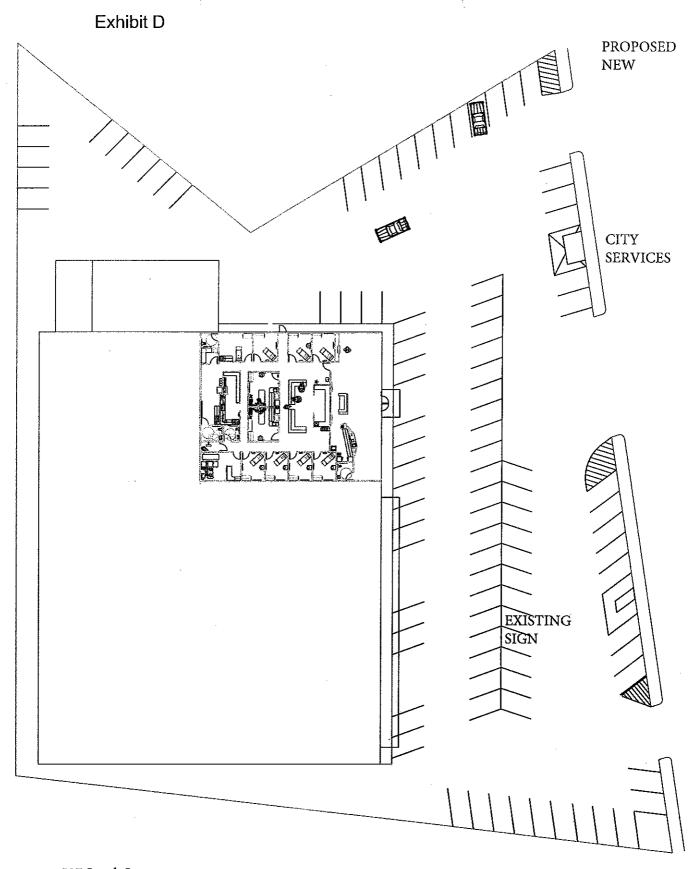




Satelite View



Google View

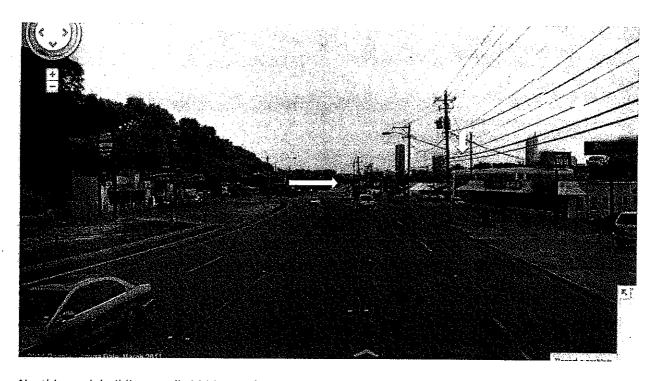


517 South Lamar Austin, Texas

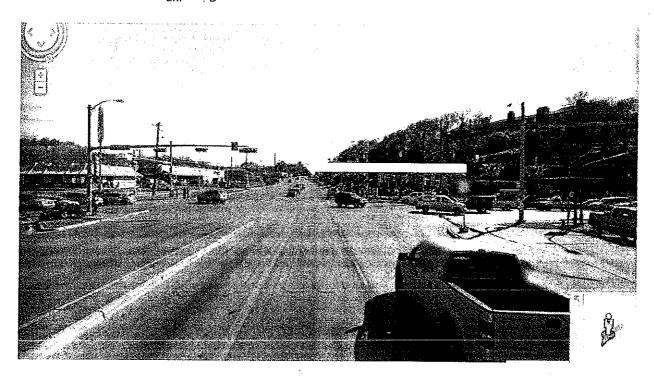
Street Frontage 354.36 feet



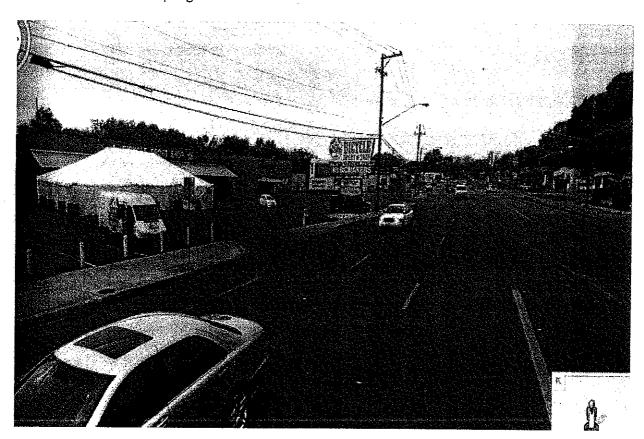
At bend, North bound



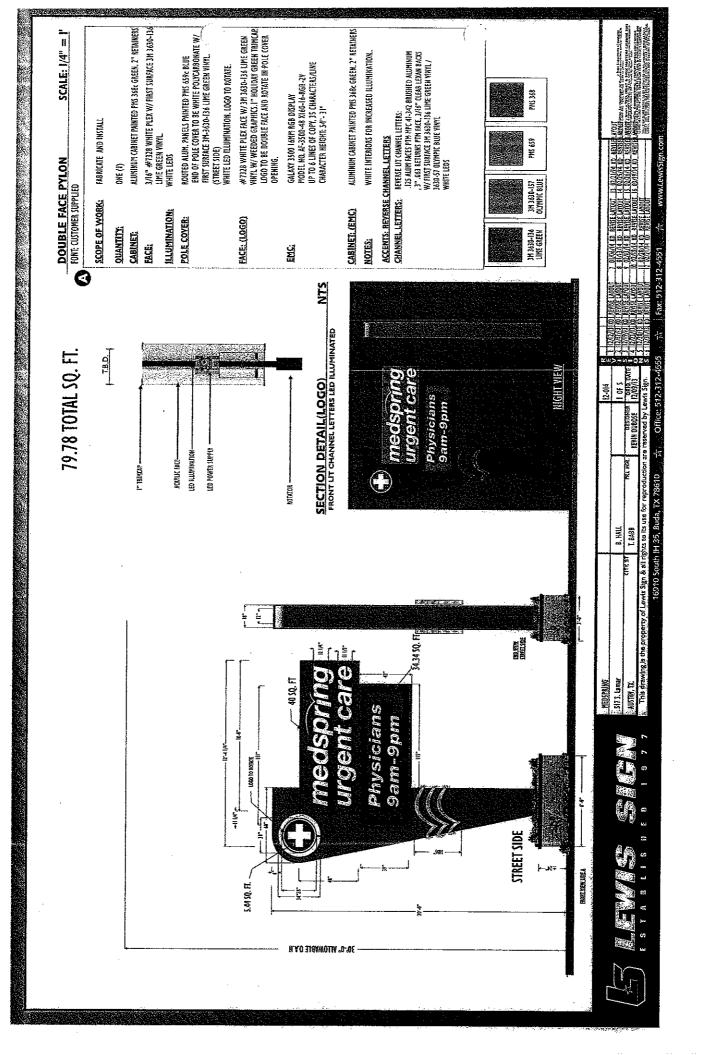
Northbound, building totally hidden, pole sign not visible



South Bound at Barton Springs



Southbound at Turning Lane

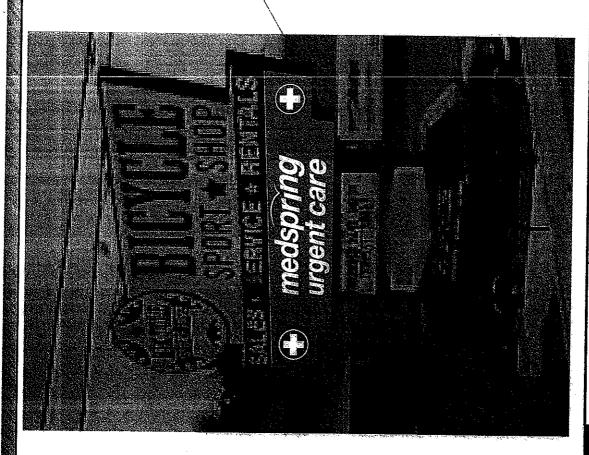


PROPOSED

 $oldsymbol{\Theta}$ DOUBLE FACE PYLON(REFACE) SCALE: $3/8^{\circ} = 1^{\circ}$

FONT, CUSTOMER SUPPLIED

PMS 368



EXISTING ALUM. PANEL PAINTED PMS 368 C GREEN / PMS WHITE COPY

PHOTO RENDERING IS FOR VISUALIZATION ONLY: ACTUA

SIGN(S) MAY BE LARGER OR SHALLER THAN DEPICTED

**** IMPORTANT NOTE ****

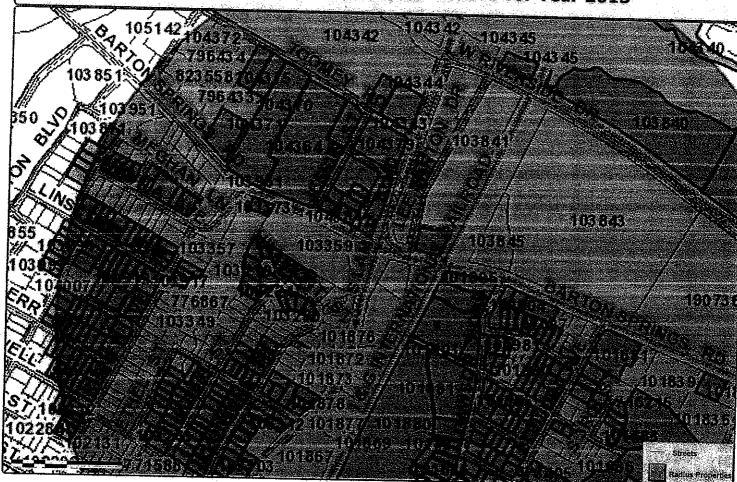
HARD FIELD SURVEY REQUITED TO COHFIRM ALL DIMENSIONS AND SPECS PRIOR TO HANUFACTURE. FIELD SURVEY NOTES

16910 South IH 35, Buda, TX 78610 💝 Office: 512, 312, 4555 6 OF 5 ORIG. DATE 12/09/13 B. HALL T, 848B 517 S. Lamar MEDIPHING

Variance Aprilication Property Owner Notification List

Prop. 1D	Property Owners	Address of Property
100030	919 S Lamar LP, 1106 W, 38th Street, suite 200, Austin, Texas 78705-1037	1200 Treadwell
101867	South Lamar Apartments-Limited Partnership, 5847 San Felipe Street, Suite 3600, Houston, Texas 77057-3263	809 S. Lamar
101870	Kris Hawkins, 5716 W. Highway 290, Suite 200, Austin, Texas 78735-8721	611 S. Lamar
101871	Associated General Contractors of America-Austin Chapter, 609 S. Lamar, Austin, Texas 78704-1505	609 S, Lamar
101872	613 South Lamar LLC, 400 W. 15th Street, Suite 808, Austin, Texas 78701	613 S. Lamar
101873	801 LTD, 701 S. Lamar, Suite C, Austin, Texas 78704	701 S. Lamar
101874	JK & GM Dismukes, PO Box 9962, Austin, Texas 78766-0962	1215 Barton Springs
101879	State of Texas Youth Council, Rebecca Benton Russell, 5508 W, Highway 290, Suite 201, Austin, Texas 78735-8818	1209 Barton Springs
101903	PT Apartments LLC, 516 Dawson Road, Austin, Texas 78704	516 Dawson Road
202000	, total, local,	JAO Dawson Road
101904	P P T Development LP, 1301 W. 25th Street, Suite 510, Austin, Texas 78705-4236	502 Dawson Road
101905	P T Lot LP, 1301 W. 25th Street, Suite 510, Austin, Texas 78705-4236	Dawson Road
102027	Daniel-Daniel LTD, 723 Main Street, Suite 810, Houston, Texas 77002-3318	1003 Barton Springs
103190	Serendipity Properties, PO Box 161842, Austin, Texas 78716	600 South Lamar
103191	Calhoun Smith Distributing Company, PO Box 6156, Austin, Texas 78762-6156	608 South Lamar
103192	Jennifer Floyd, 1300 Bluff Street, Austin, Texas 78704-1514	1300 Bluff Street
103196	Lydia Zaidman, 609 Josephine Street, Austin, Texas 78704-1531	609 Josephine
103197	William Willis, 607 Josephine Street, Austin, Texas 78704-1531	607 Josephine
103198	Michael & Kathleen Halbert, 3006 Oakcrest, Austin, Texas 78704-6230	605 Josephine
103199	Kimberly Kohlhaas, 603A Josephine, Austin, Texas 78704	603 Josephine
103200	Susana Perez, 601 Josephine Street, Austin, Texas 78704-1531	601 Josephine
103201	Perry Abbenante, 1400 Hillmont Street, Austin, Texas 78704	1400 Hillmont
103202	Stephen & Jane Sharpe, 2104 Paramount Avenue, Austin, Texas 78704-3936	1402 Hillmont
103203	Simone Wicha, 1404 Hillmont Street, Austin, Texas 78704-1521	1404 Hillmont
103204	Thomas Neal Hull, 1502 Hillmont, Austin, Texas 78704-1545	1502 Hillmont
103205	Jon Lees, 1504 Hillmont Street, Austin, Texas 78704-1545	1504 Hillmont
103224	Michelle Weisblatt, 1406 Hillmont Street, Austin, Texas 78704-1521	1406 Hillmont
103225	Joan Cambron, 1500 Hillmont Street, Austin, Texas 78704-1545	1500 Hillmont
103311	Draker Enterprises, 800 South Lamar Boulevard, Austin, Texas 78704-1510	800 South Lamar
103359	RGR 500 LLC, 224 Spyglass Road, McQueeney, Texas 78123-3417	500 South Lamar
103842	1210 Barton Springs Road Venture LLC, 1209 Havre Lafitte Drive, Austin, Texas 78746	1210 Barton Springs
104348	Robert McGinnis & Richard Hardin, PO Box 5628, Austin, Texas 78763-5628	319 South Lamar
104350	LNR Enterprises Management LLC, 3400 East Palm Valley Boulevard, Round Rock, Texas 78665	221 South Lamar
104380	Joecarp Partners LP,210 Barton Springs Road, Austin, Texas 78704	400 Josephine
104384	Harold Tiedt, 6020 Morning Dew Drive, Austin, Texas 78749-1310	1400 Barton Springs
104386	Ballards Incorporated #4, PO Box 30462, Austin, Texas 78755-3462	1418 Barton Springs
104387	Thomas & Teresa Bergstrom, 6102 Open Range Trail, Austin, Texas 78749-2801	409 Jessie Street
104388	Crockett & Helen Crockett, 705 Sparks Avenue, Apartment C, Austin, Texas 78705-3154	424 South Lamar
104390	Crockett Partners Ltd., PO Box 2066, Austin, Texas 78768-2066	1200 Barton Springs

Travis CAD - Map of Property ID 101876 for Year 2013



Property Details

Account

Property ID: 101876 Geo ID: 0102020121

Type: Real

Legal Description: LOT 1 LAYNE BOBBY SUBD

Location

Situs Address: 517 S LAMAR BLVD TX 78704

Neighborhood: 46SCN Mapsco: 614D

Jurisdictions: 0A, 01, 02, 03, 2J, 68

Owner

Owner Name: M & B INVESTMENT COMPANY INC

Mailing Address: , 2601 WOODMONT AVE, , AUSTIN, TX 78703-3260

Property

Appraised Value: \$3,500,982.00

http://propaccess.traviscad.org/Map/View/Map/1/101876/2013

PropertyACCESS





One Cielo Center 1250 South Capital of Texas Hwy Suite 500 • Austin, TX 78746

P: 512.402.6242 **F:** 512.532.0691

Mr. & Mrs. Neighbor 123 Main Austin, Texas 78704 Sample 4/7/14

Dear Mr. and Mrs. Neighbor,

We are making an application to the Austin Board of Adjustment for a variance which we will need to install a pole sign for our newest center in Austin located at 517 South Lamar, next door to the Bicycle Shop in the old MusicMasters location. Since your property is close to this location, we wanted to let you know of our application and so that you can provide the Board of Adjustment with any comments, should you so desire.

Enclosed is a copy of our application materials, which we submitted to the Board of Adjustment, for you to review. Our request is on the Board of Adjustment calendar, for their meeting on May 12, 2014.

If you do not have any objection to our request, we would appreciate your signing the "consent" that is attached to this letter and returning to us.

Naturally, in the event you have any questions, please feel free to reach out to me directly.

Respectfully,

Gregg Farrar Construction Manager Medspring Urgent Care



medspring.com

One Cielo Center 1250 South Capital of Texas Hwy Suite 500 • Austin, TX 78746

> P: 512.402.6242 F: 512.532.0691

Т	O	•
	v	•

Board of Adjustment

RE:

Medspring Urgent Care

517 South Lamar Austin, Texas 78704

Sign Variance Request Additional Pole Sign

Sample 4/7/14

I have reviewed the information provided by Medspring for a sign variance application submitted to the Board of Adjustment for the location at 517 South Lamar and scheduled for a public meeting on May 12, 2014.

I object to th	e variance applicat		
☐ I support an Medspring. Comments:	d have no objectior		nitted by
	•	 , , , ,	
Name:			
Address:			
City,State,Zip:		 	
Signature:			
Phone/Email	:		



ONE (I)
3.46° CLEAR PLEX W/FIRST SURFACE 3H 3630-157 OLYMPIG
BLUE WITH I, 7830-156 LINE GREEN WITH.
5° G40 ALUM PANNED PHS 659¢ BLUE (med) /
PMS 386¢ GREEN (HEEL, spring urgent care). SCALE: 3/8" = 1" MOUNTED TO BUILDING FAXCIA WITH NON-CORROSIVE HARDWARE AS REQUIRED PER WALL CONSTRUCTION ALL WALL PENETRATIONS SEALED WITH CLEAR SILICONE I'' INTENSE BLUE JEWELITE TRIMCAP (med) I'' HOLLDAY INN GREEN JEWELITE TRIMCAP (check / spring - urgent care) 7" X 7" RACEWAY PAINTED TO MATCH Building Fascia FABRICATE AND INSTALL FACE- LIT CHANNEL LETTERS FONT: CUSTOMER SUPPLIED WHITE LEDS SCOPE OF WORK: ILLUMINATION: MOUNTING: QUANTITY RETURNS: RACEWAY TRIMCAP: FACE 0

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LED POWER TUPPLY INSIDE A RACEWAY.		
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5" ALUMIKUM RETURNS.

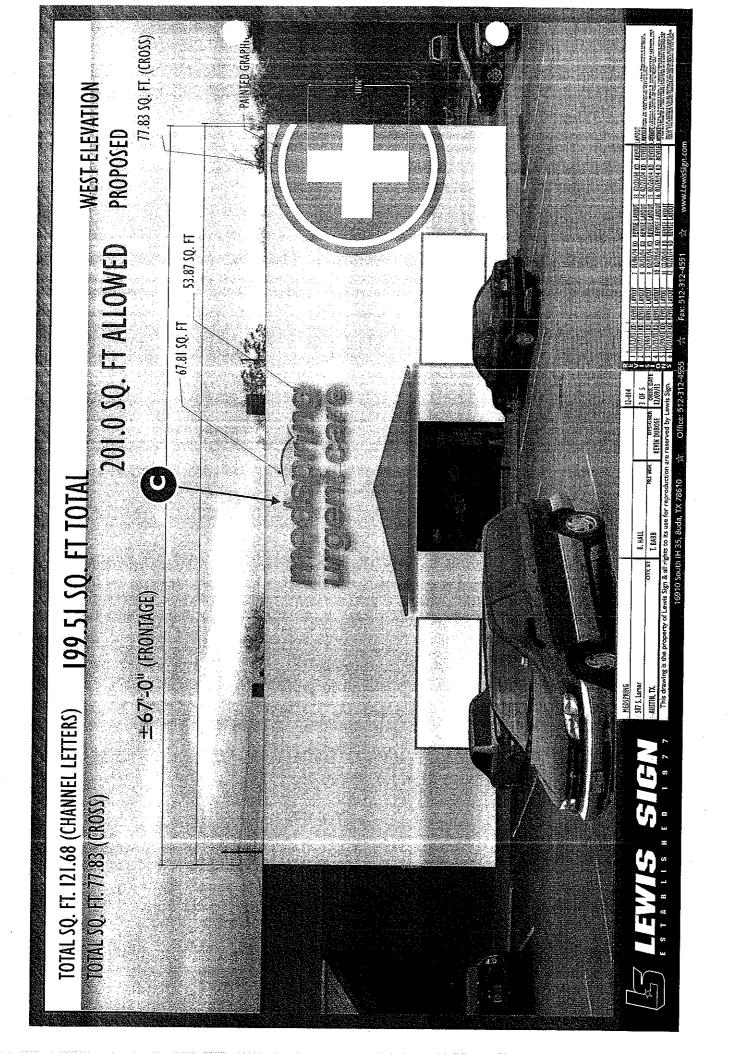
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FRONT LIT CHANNEL LETTERS LED ILLUMINATED RACEWAY MOUNTED.

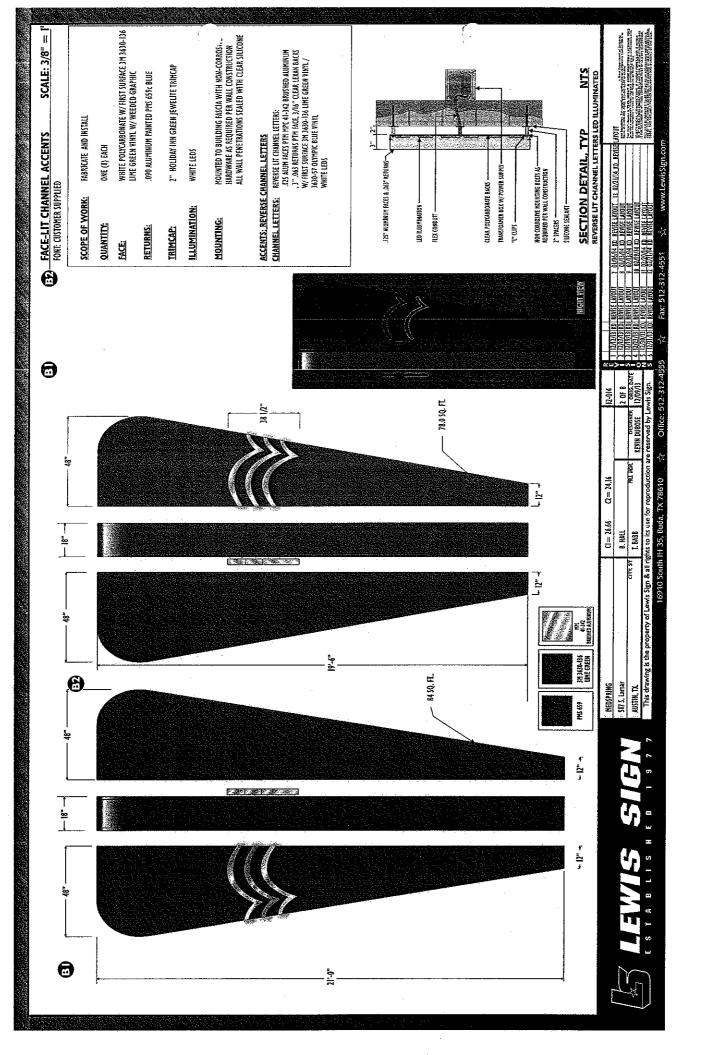
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3H 3630-136 Lime Green



76.56 SQ FT 119.65 TOTAL SQ. FT ±49'-0" (FRONTAGE) SOUTH EVEVATION MEDSPRING SF7 S, Lamar PROPOSED 2.46 SQ. FT. PMS 368

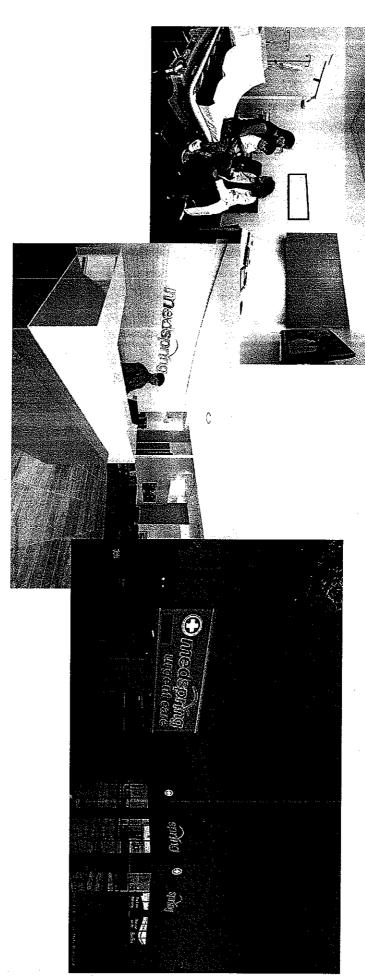


May 12th, 2014

MedSpring - Sign Variance Proposal - 0006

CITY OF AUSTIN BOARD OF ADJUSTMENT

...PROVIDE QUALITY, CONVENIENT & EFFICIENT CARE...



Quality care

- Physician 9am-9pm every day
- Digital x-ray and lab equipment
- Electric medical record

Convenient care

- Clean, comfortable rooms
- Average 4.9 of 5 stars

Big savings

- Average visit under 45 minutes
- Typically save \$1,000+ vs. ER



IMPORTANCE OF SIGNAGE

"Walk/drive by"

Signage drives awareness

Worst-performing location with ~20% of average volumes

"Advertising"

Signage important to locating
"Referral"

person who is unfamiliar with area

Objective: easy to find for distressed

Comments from patients regarding difficulty locating

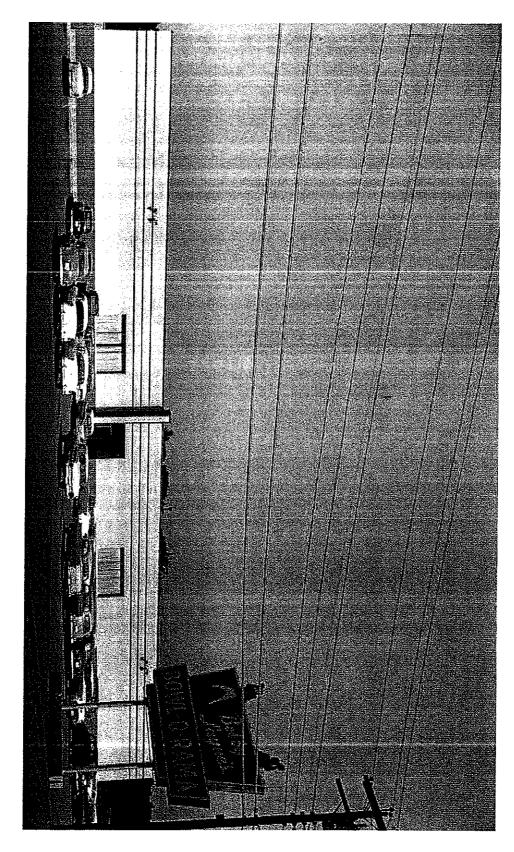


MEDSPRING'S SIGNAGE GOAL

- community landscape. view of MedSpring's location and integrate well into the Propose an pole sign that will allow medical patients a clear
- Service the medical needs of the community members cost effectively.
- Keep the "iconic" 1958 sign intacted.
- due to a gap in telephone pole lighting. Increase the ambient light in an area that the sidewalk is dark
- Keep the existing number of parking spaces in our center.

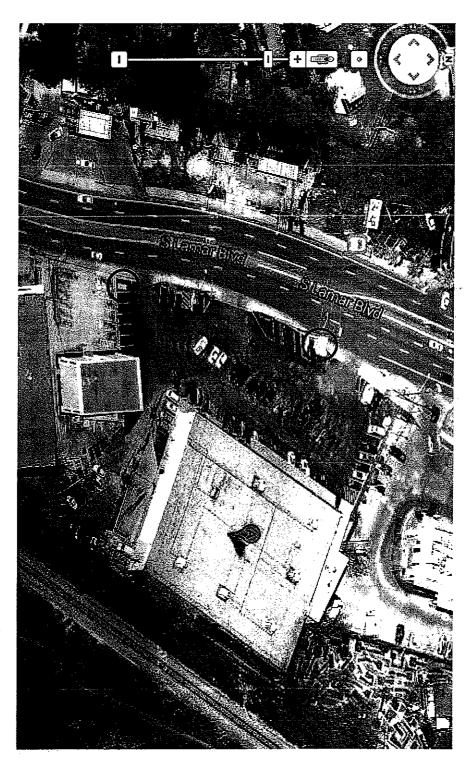


ORIGINAL BOBBY LAYNE'S SIGN - 1958





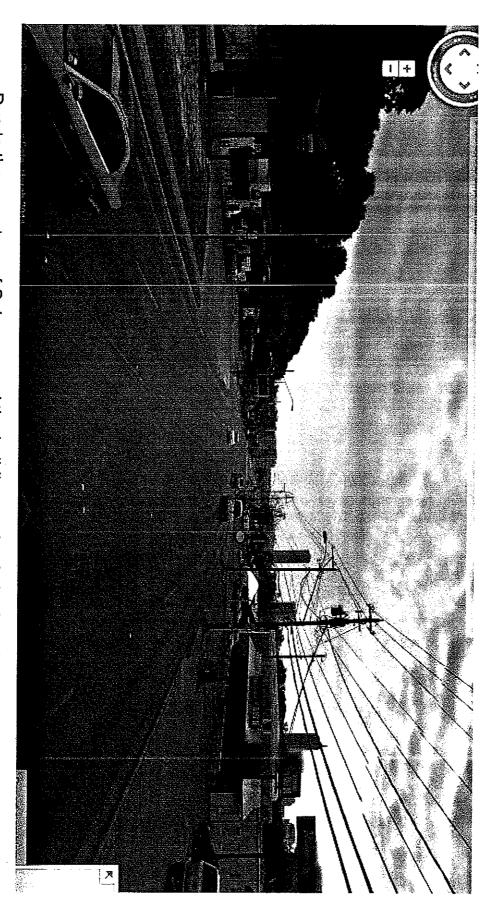
AERIAL PICTURE OF CENTER



Red circle is existing "iconic sign".
Blue circle is MedSpring proposed sign.



TRAVELING NORTH ON S. LAMAR - PICTURE 1

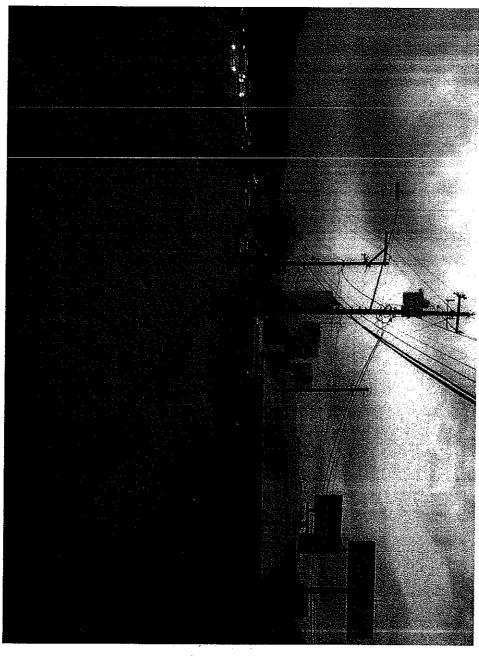


neighboring buildings Due to the curvature of S. Lamar and the building set back the façade is concealed by

Blue circle is location of proposed sign.



TRAVELING NORTH ON S. LAMAR - PICTURE 2

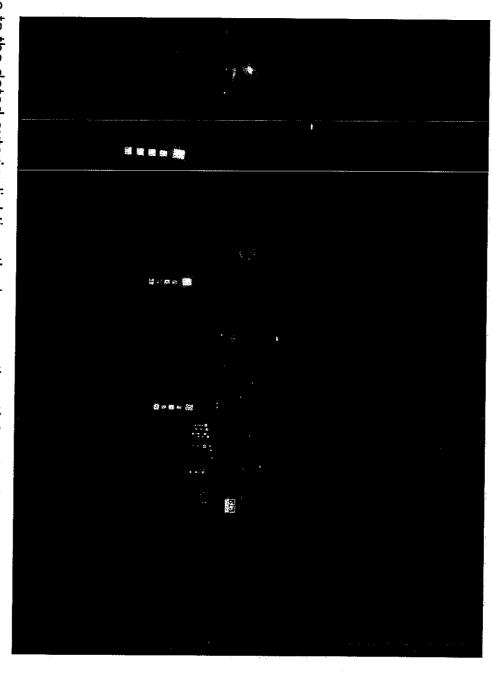


neighboring buildings. Due to the curvature of S. Lamar and the building set back the façade is concealed by

Blue circle is location of proposed sign.



EXISTING ICONIC SIGN LIT AT NIGHT

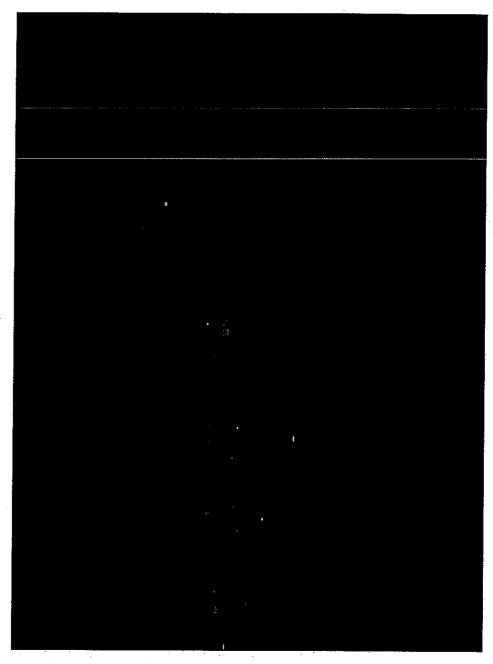


since the sign is "non-conforming" there cannot be any illumination added (e.g. neon or channel lighting) or electrical modifications. Due to the dated exterior lighting, the lower portion of the sign is not visible at night. Also,

medspring

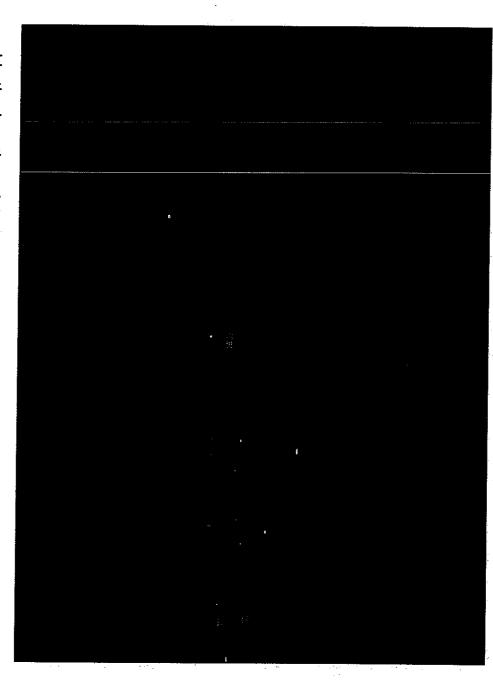
MedSpring Proprietary and Confidential

FACING SOUTHBOUND AT NIGHT





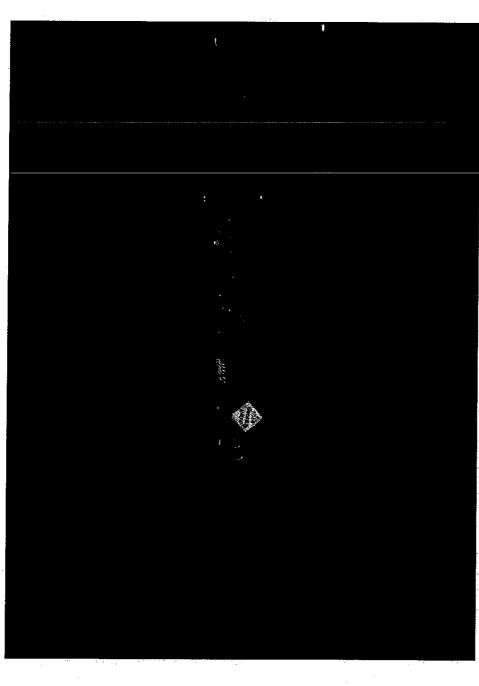
FACING SOUTHBOUND AT NIGHT



portion. Blue oval is the location of the proposed sign, which will help illuminate dark sidewalk



TRAVELING NORTHBOUND AT NIGHT



portion Blue oval is the location of the proposed sign, which will help illuminate dark sidewalk



THE PROPOSED SIGN - ORIGINAL VERSION med A EWIS SIGN H 03 H 3 STREET SIDE urgent c meds - -I Mill Course of the Course of SECTION DETAIL (LOGO) FRONT LIT CHANNEL LETTENS LED ILLUMINATED 79.78 TOTAL SQ. FT. LETTH DURONE 1200/ILL TENTH DURONE 1200/ILL TENTH DURONE STORE MICHL AIEM 180 1. MARIO 1. 1. MARIO 1. MENENDE 1 10 METURO 1. MENENDE NTS DOUBLE FACE PYLON ACCENTS DEPENE CHANNEL LETTERS CHANNEL LETTERS 1. THE RELEASE OWNEL CHENK 1. THE RELEASE OWNEL 1. THE RELEASE OWNEL 1. THE RELEASE 1. T POLE COYER: EACE: CHRINE ME STEP THE ME #01ES: CHRINET (EMC) ENCE (NOGO) HOTEVNIKATION SCOPE OF WORK

CHANACTER REGISTE SAY: 31"

CHANACTER REGISTE SAY: 31"

#7324 WHITE PLEI FACE W/3H 3630-136 LUTE GREEN THINK! W/ WEEDED GIAPHICS.I" HOLIDAY GREEN TRINGLE LOOF TRINGLE IN POLIC COVER

PATTE LED ILLUMINATION, LOGO TO ROTATE.

WHATE HITEMOORS FOR INCREASED ILLUMINATION. ALUHUKUH CASINET PAMPED PIK 346c GREEN. 2" NETAIHERS

185 PH

EABRICATE AND INSTALL

SCALE: I/4" = I'

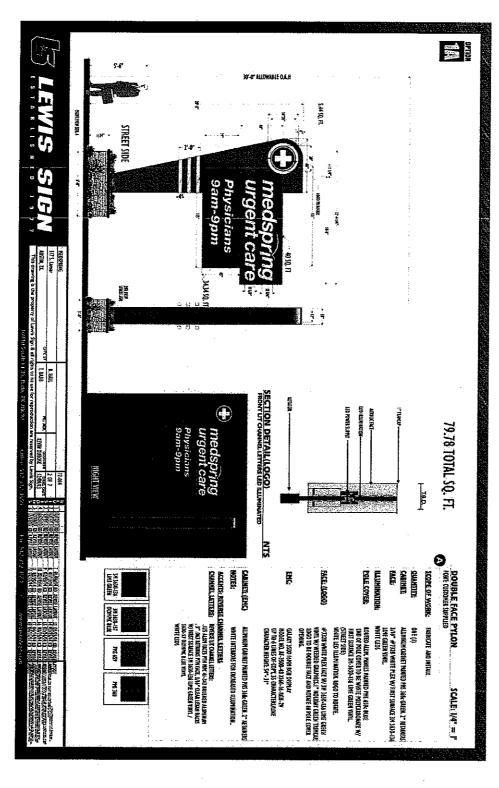
3745" #7321 WHITE PLEX W/ FIRST SUUFACE 3H 3830-136 Lihe Green Wikil White Legs

ALIMINUM CABINET PAINTED PHS 34H, GREEN, 2" RETAINERS!

MOUTED ALUM, MANELS MANTED THS 45% BLUE END OF POLE COYEA TO BE WHITE POLYCARDONATE W/ First sunsale 31%-3430-134 lime green yin'il (street side)

medspring

THE PROPOSED SIGN - REVISED VERSION



Modified the "check marks" to straight lines based on a homeowners feedback.





President
Shelly Hemingson
President-Elect
Denette Chimenti
First Vice President
Lin Team
Second Vice

Secretary
Jim DeCosmo
Treasurer
Tere O'Connell
Immediate
Past President

Sabrina Brown Usa Byrd August Hams III Jerry Hams Ann S. Graham Saundra Kirk Emily Little Jennifer Marsh Melanie Martinez Scott Mason Peter Flagg Maxson Alvson McGee Andrea McWitjams Maureen Metteaue Marion Sanchez Tammy Sheklee Bratten Thomason Stephen Webb nachaet McGis Inherit Austin John Rosato, Landmark Commission Mike Ward. Pioneer Farms

STAFF
Jacqui Schraed
Executive Director

April 21, 2014

Gregg Farrar
Construction Manager
MedSpring
1250 S. Capital of Texas Hwy
Building One, Suite 500
Austin, TX 78746
Sent via e-mail

Re: 517 S. Lamar sign for MedSpring

Dear Mr. Farrar,

Thank you for presenting your case to Preservation Austin about your request for a sign variance for MedSpring at 517 South Lamar. Our understanding from your presentation is that the variance as requested will ultimately allow the existing Bicycle Sport Shop sign--originally a sign for Bobby Layne's Bowl-O-Rama -- to remain intact as it currently stands.

While most factors of this case are outside Preservation Austin's usual scope of attention, we acknowledge that the existing sign has some historic value and that it contributes to the character of the neighborhood. We therefore express our support for MedSpring's efforts to respect the context of the original built environment and for your desire to maintain South Austin's historic integrity.

Preservation Austin appreciates MedSpring's request to retain the sign with its original cabinet intact. This allows for the possibility of future restoration of the Bobby Layne's Bowl-O-Rama sign, and preserves its original shape and size so it displays the Mid-century character of South Lamar's commercial corridor.

We thank you for your efforts to preserve Austin's past, and wish you luck in your endeavors.

Regards,

Jacqui Schraad

Executive Director

uga Schraad

613 South Lamar, LLC

613 South Lamar

Austin, Texas 78736

April 28, 2014

To: Board of Adjustment

RE: Medspring Urgent Care

517 South Lamar

Austin, Texas 78704

Dear Board of Adjustment,

I am writing in reference to the sign variance request of adding an additional pole sign on 517 South Lamar by Medspring. As an adjacent property and business owner, we are very supportive of Medspring and their variance. In fact, we are very supportive and excited to have Medspring as a neighbor. Their medical service will be a fantastic resource for our employees and other people in the neighborhood. Medspring being able to have a visible sign on the street for people in need is truly important.

Please let me know if you have any questions. I can be reached at 512-426-9994, jscott@stubbsbbq.com.

Best regards,

Manager



City of Austin

Sign Review Board

SIF S. LAHAR BLYD

Re: Variance request for 517 S. Lamar Blvd

. - ADSTINITERAS 78704

To Whom It May Concern:

PHONE \$12,477.3472

FAX 512.477.5312

I'm writing in support of the request for a variance requested by Medspring Urgent Care/ CRG Operating Company LLC.

10947 RESEARCH BLYB

AUSTIN TEXAS 78759

- .

PHONE S12.345.7460

FAX 512.345,0715

Bicycle Sport Shop has operated in the building at 517 S. Lamar Blvd since 2004. We welcome Medspring Urgent Care to the building and support their request to install a new sign pole on the southwest corner of the property.

Thank you for your consideration.

9900 WEST PARMER LANE

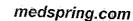
AUSTIN TEXAS 78717

PHONE 512.637.6890

FAX 312.637-8897

Hill Abell

President, Bicycle Sport Shop





P: 512.402.6242 **F:** 512.532.0691

TO:

Board of Adjustment

RE:

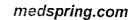
Medspring Urgent Care

517 South Lamar Austin, Texas 78704

Sign Variance Request Additional Pole Sign

application submitted to the Board of Adjustment for the location at 517 South Lamar and scheduled for a public meeting on May 12, 2014. I object to the variance application submitted by Medspring. Comments: I support and have no objections to the variance application submitted by Medspring. Comments: Name: Address: Wousto City, State, Zip: Owner's Property Address: 1003 Barton Springs Signature: Phone/Email:

I have reviewed the information provided by Medspring for a sign variance





P: 512.402.6242 **F:** 512.532.0691

T0:

Board of Adjustment

RE:

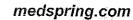
Medspring Urgent Care

517 South Lamar Austin, Texas 78704

Sign Variance Request Additional Pole Sign

application submitted to the Board of Adjustment for the location at 517 South Lamar and scheduled for a public meeting on May 12, 2014. I object to the variance application submitted by Medspring. Comments: I support and have no objections to the variance application submitted by Medspring. Comments: Please grant Medspring Urgent Care the sign variance they are requesting. Their supporting data and pictures seem to be quite reasonable. M.H. Crockett, Jr. - President Name: Crockett Partners, Ltd. P.O. Box 2066 Address: Austin, TX 78768-2066 City,State,Zip: Owner's Property Address: 1200 Barton Springs M. H. Croshett Signature: 512-444-2301 Phone/Email:

I have reviewed the information provided by Medspring for a sign variance





P: 512.402.6242 **F:** 512.532.0691

T0:

Board of Adjustment

RE:

Medspring Urgent Care

517 South Lamar Austin, Texas 78704

Sign Variance Request Additional Pole Sign

I have reviewed the information provided by Medspring for a sign variance application submitted to the Board of Adjustment for the location at 517 South Lamar and scheduled for a public meeting on May 12, 2014.

I object to the variance application submitted by Medspring. Comments:		
\(\)(\)(I support and Medspring. Comments:	have no objections to the variance application submitted by	
Name:	Joe Sigil	
Address:		
City,State,Zip:		
Owner's Property	Address: 1210 Barton Springs	
Signature:		
Dhono /Emails	/ Into carton 5th. co	





P: 512.402.6242 **F:** 512.532.0691

T0:

Board of Adjustment

RE:

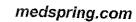
Medspring Urgent Care

517 South Lamar Austin, Texas 78704

Sign Variance Request Additional Pole Sign

application submitted to the Board of Adjustment for the location at 517 South Lamar and scheduled for a public meeting on May 12, 2014. \prod I object to the variance application submitted by Medspring. Comments: I support and have no objections to the variance application submitted by Medspring. Comments: Randy Roberts (R.G.R. 500 LLC Name: 224 Spyglass Rd. Address: City, State, Zip: Owner's Property Address: 500 South Lamar Signature: 713-480-5212 SPIASHCAYWASh @ yahro. Com. Phone/Email:

I have reviewed the information provided by Medspring for a sign variance





P: 512.402.6242 **F:** 512.532.0691

T0.

Board of Adjustment

RE:

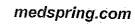
Medspring Urgent Care

517 South Lamar Austin, Texas 78704

Sign Variance Request Additional Pole Sign

I have reviewed the information provided by Medspring for a sign variance

application submitted to the Board of Adjustment for the location at 517 South Lamar and scheduled for a public meeting on May 12, 2014. ☐ I object to the variance application submitted by Medspring. Comments: support and have no objections to the variance application submitted by Medspring. Comments: Name: Address: City, State, Zip: Owner's Property Address: 609 South Lamar Signature: Phone/Email: Dag caustin org





P: 512.402.6242 **F:** 512.532.0691

T0:

Board of Adjustment

RE:

Medspring Urgent Care

517 South Lamar Austin, Texas 78704

Sign Variance Request Additional Pole Sign

I have reviewed the information provided by Medspring for a sign variance application submitted to the Board of Adjustment for the location at 517 South Lamar and scheduled for a public meeting on May 12, 2014.

I object to the Comments:	e variance application submitted by Medspring.
Medspring.	d have no objections to the variance application submitted by
Comments:	. *
	3
Name:	Tom BERGSTRON
Address:	6/02 Open Ronge Vi
City,State,Zip:	austr Ty 18749
Owner's Propert	y Address: 409 Jessie Street
Signature:	Thor Derry Alpro-
Phone/Email:	512 971 6152





PO Box 162323 Austin, Texas 78716-2323

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May 12, 2014

Zilker Neighborhood Association Attention: David King dking@austinrr.com

Dear Association Members and Committee Members.

Thank you for taking the time to review our sign variance proposal. We appreciate your feedback. You will find the response to your concerns for our proposed sign located at 517 S. Lamar. After reading through our responses, I truly hope the Zilker Neighborhood Association will be an advocate for the proposed sign variance. Please review below your documented concerns and our subsequent responses:

- 1. "The proposed sign will significantly increase the visual clutter on South Lamar Boulevard and eliminate several existing parking spaces."
 - The proposed sign will be more than 234 feet from the existing iconic sign; incorporate clean, simple lines and should not increase the visual clutter.
 - The sign will not eliminate any parking spaces, one parking spot will be reconfigured, but there will be no net loss of parking spaces, currently, the center has an additional space than required by code (66 current vs. 65 required), we will keep the additional 66th parking space after constructing the proposed sign.
- 2. "The proposed sign is inconsistent with the neighborhood priority for more pedestrian oriented access and will set precedent for more signs in the area."
 - The shape and placement of the sign will not impede the pedestrian oriented access. The sidewalks and access ways to our center or neighbors will remain completely untouched. In addition, currently there is not a street light near the southeast corner of our property causing the area to be dark and potentially unsafe. Adding the proposed sign will add comparable ambient light at night as the neighboring street lights at neighboring establishments and will increase the safety for our patrons, employees and pedestrians.
 - Also, as far as "setting a precedent for more signs", we have a unique situation due to the current iconic "non-conforming" sign. Our proposed sign variance is an attempt to comply with the recommendation we received from The Preservation Austin committee, per Jacqui Schraad's letter dated April 21st, to keep the existing iconic sign untouched. If we would modify the existing iconic sign, since it is a "non-conforming" sign per code, we will then have to reduce the height and width by 20%. If this is done the sign would then be only 113sf, this is only 44% of the 256sf allowable based on

frontage. Compared to our proposed sign, a lower sign may make it more difficult for drivers, riders and pedestrians to navigate the intersection safely. Finally, the center's linear square footage is only 44 feet from being allowed a second freestanding pole sign based on current city code, meaning we are only 10% of frontage measurement shy of being able to have a second sign per normal code.

- 3. A sign on the front face of the building would be an effective alternative to the proposed sign along South Lamar Boulevard.
 - Data from existing centers demonstrates the importance of a visible monument sign close to the road. The difference is critical to the success of our medical centers and shows a volume difference of ~20%.
 - Placing a sign only on the façade of the building is not an effective alternative to the proposed sign variance. This alternative will jeopardize the viability of the business and place a hardship on MedSpring Urgent Care versus the surrounding businesses.
- 4. The existing sign on South Lamar Boulevard provides good visibility to potential customers.
 - Due to the placement of the neighboring Association of General Contractors building south of our building and the curvature of S.
 Lamar Street our façade is blocked as traffic is traveling northbound.
 - Also, our building is setback from the road much further than the neighboring business. For example, MedSpring is setback more than 107 LF. The Association of General Contractors building is setback 71 LF. Cash America and 619 S. Lamar buildings are only setback 39 LF and 37 LF, respectively.
 - Both immediately preceding points demonstrate a need for the proposed sign close to S. Lamar Boulevard.

Our goal for requesting the sign variance is to avoid removing the existing "iconic" sign and ensuring that patients in need of medical care can locate MedSpring. After reviewing the aforementioned items we hope you will agree the sign variance is the best option for the community members, neighbors, landlord and MedSpring. Finally, we feel the new proposed sign variance helps achieve your zoning mission statement; "being an advocate that incorporates sensible balances with regard to growth, density, and preserving the unique character of the neighborhood."

If you have any questions, please don't hesitate to call or email me. 513-289-9006

Sincerely,

David Spaccarelli

VP of Operations, MedSpring Urgent Care